JOHN BULL, SEPTEMBER 4, 1937

TWOPENCE,
Vol. LXII,
1629.

LOCAL COUNCILS CLEAN-UP COMING SEE PAGE SEVEN

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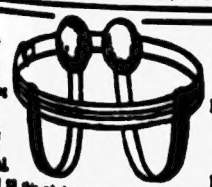

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WITHOUT FEAR OR FAVOUR

BORSTAL as School for Crime

WE accuse the authorities of manufacturing criminals. We hold them responsible for much of the juvenile crime that is rapidly assuming appalling proportions.

We make these charges coldly and deliberately. It is for our readers to judge whether they are justified.

First note this: **Nearly three-quarters of** persons found guilty of "**breaking** and **tering**" (including burglary) are under the of twenty-one. More than half the total mber of larcenies are committed by boys d girls!

Official figures for England and Wales, published, show that **25,543 juveniles** der the age of seventeen committed indict- offences in 1935—more than twice as ny as in 1931. And it is no secret that the blem has since grown still more pressing.

Close upon the publication of these cking facts comes Sir Samuel Hoare's t that he is considering drastic changes the Borstal system. We hope he abolishes entirely, as well as other measures which eat their own objects.

For Borstal has failed erably and danger- ly. The truth is that arly 50 per cent. of its ales relapse into me after their release!

For many, Borstal is criminal nursery.

Boys have told how y learned there to ke skeleton keys, slip window catch from the tside, and break glass thout noise.

Yet all these evils are ily avoidable, as is oved by the case of wdham Grange, that cellent experiment of Prison Commis- ners, which we recently described. There, like Borstal's 50 per cent., less than 5 per nt. of the lads ever offend again.

Though its doors have no locks, though e boys may go into Nottingham without pervision, there is hardly ever an escape—nlike the constant attempts at other insti- tions.

Only too eager to become a decent citizen—but rarely will they let him

YET, despite its complete success, which has been proved over many years, only 170 boys are aintained at Lowdham, thanks to the wilful rtinacy of the authorities, who dislike dmitting that their much-praised Borstal ystem has abjectly failed.

For years they have preferred to incar- erate adolescents in grim and notorious risons like Barlinnie, Glasgow. Though nverted into Borstals, their head warders placed by "housemasters," such surround- gs have convinced impressionable young- ers that they are social outcasts.

And many of these youths, who were orn in the restless end-of-the-war days, have thereby been turned into deliberate criminals.

We do not blame the Prison Commissioners, nor the officials who have done their best to reshape young lives in impossible conditions. They, we know, will share our hope that it is a well-founded rumour which suggests the North Sea Camp will become the pattern for all new Borstals.

In this colony on the Lincolnshire coast, the lads are even more self-reliant than at Lowdham. Given a job each morning, they are expected to do it without help—most of them being engaged on reclaiming 600 acres of salt marsh—and to solve their own problems.

The asbestos huts in which they live can be erected cheaply and quickly. There is only one official to every fifteen boys, against the Borstal ratio of one to every three. No attempt is made to minister to their comfort.

But they are made to feel that they have a part to bear in the nation's life and work. Because they may all smoke and buy such things as sweets and brilliantine from their meagre earnings, they think of themselves as normal youngsters rather than young convicts.

Places like Lowdham for winter training, the North Sea Camp for the summer, should save thousands from preventable crime.

Turn next to the so-called approved schools which we have condemned time and again. They, too, are little better than prisons, though they accommodate not only lesser offenders, but young folk who have done no crime but whose home conditions are considered unsuitable.

Consider the case of eighteen-year-old Elsie Mason, of North London. She had never committed any offence. But her father was stern, and Elsie was lodged in an "approved school" in Lancashire. She escaped, was sent back, escaped again.

SHE and her young man begged to be allowed to marry. Instead, she was sent to Borstal for two years.

We do not wonder that she fainted. Such treatment could turn a perfectly normal person into an embittered young woman with a permanent grudge against Society.

Again, there are places where the workhouse is the "remand home" for naughty children; towns where the blue-veined old men who sit on the Bench still trust the birch more highly than the probation officer, even though the birched boy always "comes back for more."

In a few cities are clinics where some young offenders are given the psychological treatment they need and turned into decent young people.

There are all too few of such clinics; though great doctors give their services free, money is urgently required. Yet the Government subscribes not a penny, choosing to squander public funds on jails for young folk and on subsidies for industries which made fabulous fortunes in the war.

That is why our new Home Secretary deserves everyone's gratitude for so promptly tackling the Borstal scandal. But we warn him that a patching up of the system will not suffice; it must, we repeat, be completely abolished.

ght from the Shoulder

Great Fire We'd Like to See

Fools Who Should be Made to Smart
Clumsy Charity for Sick Mother
More Thieving Landlords

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, but fail to pay over the
the local authorities.
ses were revealed at Sal-
disillusioned tenants were
rates arrears. Although
the rates to their land-

lords, in law they are responsible, and must pay all over again.

One summoned tenant, living on relief, is now left shouldering a debt that the landlord, who owns a car, evades. Well might the magistrates admit that here justice is most unsatisfactory.

Red Tape Tangle

It's a crying shame when red tape tangles itself round a mother's heart-strings. Take the case of Mrs. Lansdowne, of Walthamstow.

"Granny" wants to see her

She is pining to see her married daughter and her granddaughter in Vancouver, and out of her widow's pension and 5s. weekly received for a son lost in the war she has saved enough to buy a return ticket to Canada.

Mrs. Lansdowne's ex-soldier son-in-law out there is willing to provide for her during her holiday, but because he is unemployed for three months of the year the Canadian Immigration authorities decline to grant the old lady a landing permit.

It is said love finds a way. Cannot officialdom slash some of that red tape and give love a leg-up over the Rockies?

Going Too Far

We like dogs. We encourage kindness to all dumb creatures. But there are some people who should realise where consideration ends and silly sentimentality begins.

Two of this type are Mrs. Ellen Florence Mackie, of London, and Miss Florence A. L. Stone, who lives near Sittingbourne, Kent.

"Dopey" Love

Mrs. Mackie, after a meeting of her creditors, revealed that her financial flummox was partly due to her love for Dopey, a 12-stone St. Bernard dog. She gave it the best meat—it liked beer—and cost 30s. a week to keep.

Miss Stone, who also is fond of dogs, was fined for keeping five greyhounds without licences. She confessed to having been starving herself so that the dogs should not go hungry.

Misguided Kindness

These two women are not alone. There are many like them who are moved to emotion by such examples of footling nonsense!

Why, most decent dogs would bark with joy if some of the misguided people who torture them with kindness would leave them to lead a dog's life in peace, and get on giving a little more attention to trying to ease the lot of the widows and the fatherless.

Why Stand It?

If railway travellers who cannot get a seat moaned anything like as much as do some railway shareholders not satisfied with their dividends, what a terrible rumpus there would be!

The crowded corridors of holiday trains bear glaring witness to the unique privilege which the railways enjoy—they take your fare but do not guarantee you a seat.

It is time weary legs began to kick against this.

Just Crazy

Sweet are the uses of publicit[y] know. Now the show is over let t[he] [th]ere will be a big slump coming

fess that all this ballyhoo about the Farr-Louis fight made us feel bilious.

Yet, if John Bull wasn't a perfect gentleman he could make good use of Britain's heavyweights—giving "socks" on the jaw to the idiotic girls who go hysterical over the "heroes" of Hollywood. But probably they'd like that, too!

Dangerous Fools

Somewhere there is a stupid clod who threw a bottle from a motor-coach.

It smashed the windscreen of a passing car and nearly cost Mr. R. G. Dando, of Bristol, his sight when his eyes were injured by the glass.

People who throw bottles and such things from moving vehicles are dangerous fools. Those caught at it should be made to smart. They would be if we were on the bench.

A Good Turn

Thank goodness for some evidence that humans have not yet lost all redeeming features.

There was a lightning strike of forty putters and drivers at the Washington F Pit, Durham, as a protest against the alleged overworking of pit ponies.

Gives the lie to the humbug that mine workers are only concerned with looking after "No. 1," doesn't it?

Public Menace

A Scottish hospital nurse had a terrible shock when she saw a man who she knew was being treated for a particularly obnoxious infectious disease hawking fish from door to door. We are not surprised.

Public health is imperilled while any person suffering from an infectious disease is allowed to handle foodstuffs.

Wiping Out Debts

One time the best way to settle a debt was to kill your creditor. But the Nazis have invented a new one.

A Berlin court has ruled that, because it is not appropriate for a German to buy goods in Jewish shops, Germans of Aryan descent are not responsible for debts which their Aryan wives have run up with Jewish shopkeepers.

To be *Aryan* in Germany is very convenient. It appears to cover so much barefaced roguery.

£ s. d. of Politics

Tory M.P.s are in revolt against the high price of their seats.

A demand will be made at the annual Party conference for the complete abolition of the "sale" of safe seats, some of which cost nearly £1,000 a year in subscriptions to Party funds and similar organisations.

Too many prospective candidates of all Parties are judged more on the depth of their pocket than their ability to render public service.

The Bill Goes Up

The Government is finding that in its arms programme it has bitten off more than it bargained for.

Increases in steel, copper, rubber, chemical and other raw material prices are sending up the cost of all contracts that are being placed.

There are signs that the original £1,400,000,000 programme will now cost well over £2,000,000,000, apart from any extensions that have to be decided on.

So the poor old taxpayer will have to pay up again and try to look pleasant and, oh, *so* patriotic.

'Ware that Slump

The building boom has already nearly spent itself. Each month shows a drop in the number of new plans submitted to local authorities. And shipbuilding cannot go on for ever.

unless the Government at once dra[w] plans for improvement and re[-] ready to put into operation as soo[n] orders cease to flow.

It's high time some ginger was into the Home Front campaign.

"Rev. Thrash 'Em"

"Suffer little children . . ." The E. Treacy, vicar of St. Mary's, Edge Liverpool, seems to have forgotten end of this great injunction. appears to have a mistaken idea o beginning of it as well.

Suggesting that policemen sh carry a small cane to punish y offenders, he declares: "The mo boy is a healthy animal who has vulnerable spots—his belly and his tocks. If you punish either of the will take effect."

Talking such rot won't draw c to your Sunday-school, Rev. "Th 'em" Treacy.

Open the Door

What's the use of a British Emp it cannot be populated with Br stock?

At present there is little or no mi tion from Britain to the Dominions Colonies. But foreigners from Ce and Southern Europe are getting in staking their claims where Britons m be making a happy livelihood.

Some people in the Dominions Colonies don't like this, of course, they don't appear over-anxious to "Welcome" on the mat and solve problem by offering better inducem to their own kin.

Surplus Millions

It is good news to learn tha Unemployment Fund is accumulati surplus a[t] rate of £700,000 a £35,000,0[00] year!

But we w be bet[ter] pleased things like were not lowed to pen.

A wor widow three chil receive total of when she came un ployed. She ill, and "dole" w stopped. stead she

Knows nation's purse is not so thin

15s. a week from "the panel" for self—but nothing for the children. has had to seek P.A.C. aid for them.

Surely the Chancellor of the chequer would not say the na purse was so thin as to justify clumsy treatment of a sick mother.

Recalling those Unemployment F millions, more sympathy and less s seems to be called for.

KNOCK-OUTS

Dr. S. N. Galbraith "There are too many suburban ho without a child."—*And too many children without decent houses to live in.*

* * *

Bishop David: "I believe that new Matrimonial Clauses Act will in the interest of true marriage."—*It's a law love won't laugh at.*

* * *

Mr. W. S. Morrison, M.P.: "In land our votes may be won at gar fêtes. In some countries they try centration camps."—*Apparently something to vote for has yet to be*

* * *

Dr. Preston W. Slosson: "No one 10,000 years has invented a new discovered a new virtue."—*But keep finding silly complaints to*

Sir Kingsley Wood agrees that reforms are Mr. Chamberlain, however, is dete

OUR Ministry of Healt
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something really sensi
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◆ Imagine the various local
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lived, dreamed, talked and worshi
overnment.

It was a decrepit old machine e

LOCAL COUNCILS Clean-up Coming

Sir Kingsley Wood agrees that reforms are needed, but shuts his eyes to them. Mr. Chamberlain, however, is determined to push them through

OUR Ministry of Health was detected in the act of doing something really sensible the other day.

It had the wisdom to circularise local authorities throughout the country inviting suggestions as to how our creaking system of local government can be reformed.

That system has just attained its hundredth birthday, anyway.

Problems of local government have changed completely since it was instituted. There have been endless new developments in trade and industry. Centres of population have shifted.

Whereas Social Service was represented by a workhouse bed and a porringer of gruel in the bad old days when our system of local government was born, to-day there are health services, housing, education, town planning, and much more besides.

Yet we still scrape along with the same old local government system, as old as Stephenson's "Rocket," older than the steamship *Great Eastern*.

Now comes this invitation to the various local bodies to suggest improvements. You would judge from that, wouldn't you, that the Government was bent on some sort of reform?

But, "Oh, no; not at all," says Sir Kingsley Wood, the Health Minister. He admitted that suggestions had been sought, but denied that the Government had it in mind to carry out any reforms.

◆ Imagine the various local authorities being asked to supply suggestions and then being told that no notice will be taken of them, anyway.

But take our word for it, the Government isn't going to be as stupid as it looks this time. There are going to be reforms. Wide, sweeping reforms. They are coming fairly soon.

Like or dislike his politics as you please, the man who is going to see to that is Mr. Chamberlain.

There was once a Mr. Chamberlain whom the whole country called affectionately "Joey." He lived, dreamed, talked and worshipped local government.

It was a decrepit old machine even in his day. But nobody else could get it to rattle its old wheels to such good effect as he.

Joseph Chamberlain imbued his sons with his own reverence for local government, his own burning zeal to see it broadened, humanised, made more efficient

And one of those sons is now Prime Minister of this land.

Look on this picture of local government and ask yourself whether that son will willingly tolerate such conditions much longer, *even if the country consents to let him.*

There are £10, £20 and £25 a year medical officers of health in this country. They are part-time officials, it is true—but who wants the health of a community to be in the hands of spare-timers?

There are county councils—Gloucester is one—which can't give jobs to boys educated in their own secondary schools because they aren't taught the necessary subjects.

There are other local bodies that appoint officers at £100 a year at the age of twenty-one and won't advance their salaries by a penny until they are promoted, which may take from four to seven years.

There are many of them that starve their roadmen—one that insists on paying these poor devils their footling wages by cheque, which they have to cash in local pubs, where they can make arrangements with the proprietors.

◆ Merthyr trains its own bright juniors to take the big jobs as they occur. Hats off to Merthyr. There are others who can't be persuaded that people from their own district can be trusted with a responsible post.

And what would you say of those authorities that persist in calling their most trusted workers in the town clerk's, surveyor's and other departments "temporaries," even when their hair has turned white in the service of their departments?

There are youngsters who have to trudge miles through rain and snow storms to derelict schools—when there are fine, modern schools a few hundred yards from their homes. The reason: those near-by schools belong to another authority.

In thousands of streets all over the kingdom there are people paying higher rates than people living a few doors away—often for less efficient services. Some streets are in the areas of three different local authorities.

There are places where, if a man collapses in the district in which he pays rates, his family has to answer questions as to their means, and may have to make a cash payment before he can be driven to hospital.

He might collapse a few streets away, in the area of some local authority that doesn't expect a penny from him, and be rushed to hospital with every speed and comfort for nothing.

Such instances can be multiplied a hundredfold. Mrs. A——, at No. 23, can go about her household duties blithely when she is going to have her baby, a subject of the very best prenatal care possible, and safe in the knowledge that she will be looked after like a duchess.

Mrs. B—— at, No. 52, can't face the agony of that horrible shed that serves as a clinic in her district, views the near future with a horror she can't explain.

Then what of the vast districts without a fire engine—or with fire engines that couldn't clean a motor-car wheel properly? What of the fire engines that pull up at the boundary, unable to go a step nearer to the fire that rages a quarter of a mile ahead?

What of such places as Filey—where the local dust-cart has to be traced so that the horse can be removed and trotted away to the fire station before the fire engine can be taken to the conflagration?

And Southend's army hut that serves as a tuberculosis sanatorium And the thirty-bob-a-week librarians—"man with degree preferred"—who look after people's mental welfare elsewhere. And the places with housing shortages but no housing schemes.

◆ Not forgetting those places which, because they have big docks, must look after every sick Lascar, Greek, Chinaman or what-not, who is dumped ashore sick, or who in any other way becomes a charge on public funds.

They have to pay tremendous rates, those places. And near-by residential boroughs look on them sniffily and accuse them of squandermania.

Try to remember a few of the hundreds of shocking cases of rating inequalities we have exposed. Such inequalities are one of the worst features of this out-of-date local government system.

Then there are the roads that are lit too brightly for two hundred yards; then too faintly; next with bluish side lamps; after that with white lights suspended from centre standards; and which, after that, may relapse for a time into Stygian darkness.

It all depends on whatever council is responsible for the lighting of each particular section. . . .

That is local government as Mr. Chamberlain knows it to be.

He knows many worse things than that about it. We do, too.

Remembering what great things his family did in making Birmingham a model of local government, remembering all his father taught him, he keeps the question of local government reform at the forefront of his mind, however much Sir Kingsley Wood may blush about it.

Things have certainly moved in the last few months.

The Royal Commission that considered the question of local government on Tyneside surprised everybody by not only recommending a new system of local government by Regional Council for that area, but for other areas as well.

In its application to Tyneside, it considered that on all national matters like health, education, police, public assistance, highways and so on sixteen local authorities should be merged in one Northumberland Regional Council.

◆ Small local councils in each district could continue to sit to administer small "environmental" services—which means that local characteristics would not be lost as a result of such a system.

"That means nothing more nor less than suggesting local parliaments," said the critics. Then, after a few weeks' silence: "It's been shelved all right."

But it hasn't. There is growing enthusiasm for the application of such a system to such thickly populated areas as surround Manchester, Liverpool, Birmingham, Leeds, Bradford . . .

The present 100-year-old system of local government has reached a state of dilapidation at which it can no longer be patched any more to keep pace with new services, new problems, new standards.

Let Sir Kingsley Wood deny that the Government has in mind "any specific act of reform." The ball has been set rolling. It will be easy to keep it on the move.

EXCLUSIVE INFORMATIONS DIRECTED BY SIR WYNDHAM CHILD

Condemned Without Trial

INCREDIBLE though it must appear to be, it is still possible for an ordinary citizen to be condemned without trial or defence and to suffer thereby the awful consequence of being deprived for the rest of his life of the chance of earning a decent livelihood.

John S. Newberry, young business man, of Erskine Road, Walthamstow, can demonstrate the possibility. For three years he has faced an intolerable martyrdom. All his efforts to obtain redress are unavailing. His total income is now an unemployment assistance grant of eleven shillings a week.

* * *

John Newberry was the manager of an Essex suburban depot for a firm of coal merchants. He held that position for three years. His past was excellent. Testimonials from other employers emphasise his industry and honesty.

As is customary in this kind of work, Newberry was covered by an insurance fidelity bond taken out by his employers.

One afternoon, Newberry was alone in his office—his assistant being at lunch—preparing cash, amounting to £45 10s., for payment into the bank. A stranger entered. and Newberry—slipping the money into a desk drawer—went forward to the counter.

The man ordered some coal. Newberry was writing the instruction slip for delivery, when he received a stunning blow from a heavy instrument, which the supposed customer held concealed in a rolled-up newspaper.

For a time, Newberry lay unconscious in the office. He was recovering his senses when his assistant arrived. Then it was discovered that the money was missing.

Immediately the police were called by telephone. To them Newberry gave a description of his assailant. Afterwards he was taken to the local police station for examination by a surgeon, and from there, by police car to Scotland Yard, where he identified a photograph of the man who attacked him.

At the beginning of the following week, when Newberry reported at his depot, he was not allowed to continue duty. A statement was made that other cash deficiencies had been found.

Persistently Newberry urged that he should be allowed to examine the books with the object of showing there was no deficiency—except the robbery—up to the time the depot was in his charge.

His dismissal followed.

He was made suspect.

Indeed, a claim was made by his employers under the fidelity bond, and money was paid by the insurance company to the coal merchants in settlement of their loss.

* * *

By this payment, the integrity of John Newberry was further impugned.

It is a natural assumption that, when an insurance company admits a fidelity claim, a serious breach of trust has been committed.

In a report to the local employment exchange, the coal merchants giving reason for the dismissal of Newberry—wrote: "He was discharged owing to inability to manage the depot to our satisfaction. He omitted to enter in our books certain moneys received by him on our behalf."

Hoping to clear himself from this stigma, and that the whole facts of the case would be ventilated in public, Newberry took proceedings for libel on this statement.

But at the trial the judge ruled that such a report to an employment exchange was privileged. Therefore Newberry's action was lost, without the issue reaching the jury, and, once more, the way to public vindication was closed to him.

After that experience, Newberry set out to find another job. He tried again and again, but always met disappointment.

Mr. Newberry

In the posts he sought, and for which he was most fitted, a fidelity bond was an essential. And that he could not possibly obtain.

Because of his former fidelity bond record he was "black listed." No insurance company would entertain a proposal on his behalf.

His future has been ruined.

* * *

It is grotesquely unjust that a man should be made to suffer in such a manner.

Bear in mind that the police investigated the circumstances of the coal depot robbery. They must have accepted the statements of Newberry, otherwise he would have been arrested and charged. Remember also that Newberry was able to identify his assailant.

Yet, in effect, Newberry was tried and found guilty—and punished by having barred to him the channels of employment.

John Newberry is under sentence, far worse than if he had committed some real offence against the community.

And for him there is no court of appeal.

CAPTIVE YOUTH'S ORDEAL

YEAR after year the lunacy authorities of Britain moan in their annual reports that, vast although it is, the accommodation in the asylums is far from sufficient for the number of people they want to put in these places.

Their problem would be easily and swiftly solved if they emptied the lunacy establishments of great numbers of people who are there without proper cause and who are well able to take their place in the outside world as ordinary citizens.

* * *

And they could not make a better beginning than by restoring his liberty to Leslie Boston, the twenty-four-year-old son of a sailor's widow who lives in Montreal Road, Tilbury, Essex.

Boston is completely sound in mind and body and has proved himself again and again to be fully capable of earning a good livelihood.

But for the past nine years the young man has been shut away in asylums—for nothing more than a boyish prank.

About the age of fifteen, Boston played truant from school and, in the course of the escapade, he stole a small wheelbarrow.

The boy was prosecuted, certified under the Mental Deficiency Acts and removed to Colchester asylum, where, it was supposed, he would not be kept longer than his sixteenth birthday.

That, in any case, was the intention of the magistrates. But court orders become void once a young person passes into the custody of the lunacy authorities, who have the legal power to keep him or her in detention for any period they care.

* * *

In all the institutions where he has been held captive, young Boston has never been given any more interesting occupation than making mats, and for this work has never been paid more than fourpence a week.

Once he escaped, and immediately found work at good wages on a farm. But the authorities hunted him down and he was put in another asylum. Once again he ran away and once more tained well-paid work on the land.

Leslie Boston at work in the fields

His employers told the asylum that he was a most capable work well behaved and completely sane. would not listen; they insisted should go back to mat-making lock and key.

Scores of times the lunacy author have been pleaded with to cancel certificate that blots this young life and condemns him to a living gatory.

* * *

During the past month Boston has allowed a brief holiday at his home the asylum and from mat-making.

On the first day of his temporary dom he again got work in agriculture.

The employer who engaged him the youth a fine testimonial and tried to make it plain to the asy officials that they are making a and a terrible mistake in seeking to him in bondage.

Officialdom is adamant. It insists no matter to what extent Boston prove himself to be a worthy member society, he must return this week possibly life-long captivity.

Already nine years' loss of freedom been a terrible penalty for an harmless prank.

YOUNG WOMAN'S SCANDAL ARREST

NO more amazing case of false imprisonment and with a more scandalous sequel has ever had to be recorded than one concerning Miss Gwendoline Mountstephens, of Haggard Road, Twickenham, Middlesex.

Miss Mountstephens, who is twenty-five, was employed as an assistant in a cut-price chemist's shop.

This young woman, who comes of a well-respected family, suffered the indignity of being arrested and taken to a police station, where she was charged with the theft of £1 from her employer.

She was in charge of the cash takings at the shop and would sometimes take the money to her employer's home. One morning, when she called at his house for the key of the shop, as was her custom, her employer told her that the takings for the previous day were £1 short.

* * *

Useless for the startled and indignant Miss Mountstephens to protest that the money handed over tallied with her record of the takings. Her employer got in touch with the police.

The result was a shock to the young woman and to her parents, for she was taken into custody.

Her finger-prints were taken by the police. It is not difficult to imagine the shock that the arrest and subsequent proceedings caused this sensitive young woman, who, from the first, had vainly protested her innocence.

Miss Mountstephens

There was no evidence to justify a charge of theft. The magistrate, after a brief hearing, dismissed the case.

Miss Mountstephens then decided to claim damages from the employer for alleged malicious prosecution and false imprisonment, and the case has been heard before Mr. Justice Goddard in the King's Bench Division of the High Court.

"What possible necessity there have been for the immediate arrest Miss Mountstephens, without appl to a magistrate either to issue a warr or grant a summons, I cannot for life of me see," said the judge.

It seemed to him, continued his ship, that the arrest of the young wom was unnecessary, harsh and oppress

The jury decided that the emplo had not proved that a theft had ta place and awarded Miss Mountstephe damages of £200 with costs against h

* * *

Thus ended the legal battle to est lish the innocence of this young wom who had been treated as though she w a criminal.

But it is one thing for the cour give damages and quite another for injured party to obtain the money.

Miss Mountstephens has not recei a penny of the sum awarded to her.

Her former employer has gone i bankruptcy since the verdict was gi

Miss Mountstephens' parents ha sacrificed a great deal to prove innocence. They have succeeded. they have failed to obtain for her damages in connection with this scandalous prosecution.

AGED WIDOW MARTYRED

death of a seventy-seven-year-old woman has to be announced as the tragic climax to a shop-charge at Southend.

victim is Mrs. Annie Michie, a with a grown-up family, who had for many years at Ramuz Drive, iff-on-Sea.

Michie was a woman of character well respected by her neighbours friends. For years she had suffered pronounced deafness, which caused some difficulty when shopping or ng strangers.

deaf old lady had gone into a at Southend and was subsequently of stealing a purse and a pair es value 1s. 6d.

re is no doubt that Mrs. Michie's ity was a factor in arousing sus-in the mind of an amateur woman ite employee of the store.

s easy to understand how the un-movements which sometimes ercise deaf people led the observer shop to draw sinister conclusions Mrs Michie's behaviour.

* * *

re followed a distressing and un-ng scene when this tottering widow enty-seven was ushered into the ager's office. For a time she was e owing to her deafness, to under-that she was being accused of

tements and questions were written but the widow, with tears in her declared that she had paid for both loves and the purse.

e questioning and cross-examination on and on until the aged woman in acute distress.

en at last the police were called and Michie was taken away in custody. protestation, "I don't care what they I did not steal them," was all in

Michie appeared at Southend e court, where all questions had to itten down owing to her deafness. e widow, who was not legally repre-ed, pleaded Not guilty.

After a consultation with his colleagues, the chairman said the Bench wished to do justice to both sides, and in view of the woman's age and infirmity, they were rather sorry that the case had been brought.

It was decided to adjourn it so that she could get legal aid.

* * *

Mrs. Commissioner Lamb, of the Salvation Army, who was a Justice of the Peace at Southend for many years, pleaded earnestly on the aged and afflicted widow's behalf, saying that she had long known Mrs. Michie and that she was an excellent person.

She had gone through much distress of mind owing to the case, and in view of this, Mrs. Commissioner Lamb asked the Bench to settle it there and then. But this plea was without effect.

"You can rest assured that justice will be done," said the chairman when the case was adjourned.

So the aged widow was told to stand down and await with what fortitude she could muster the next sitting of the court.

Not difficult to imagine the misery of mind endured by a sensitive old lady during this period, when her finger-prints and photographs were taken by the police!

The day for the adjourned hearing arrived, but Mrs. Michie did not appear. Her absence was reported and there were whispered suggestions about issuing a warrant for her arrest.

* * *

Then a solicitor stated he had tried to interview Mrs. Michie, but, in consequence of the case, she had suffered a stroke and probably would not be seen in court again.

On this the Bench permitted the withdrawal of the charge.

Then came the last act in this depressing tragedy. A few days later Mrs. Michie died with the words, "I did not steal them" coming faintly from her lips as she passed away.

Some members of Mr. George Smith's family, all of whom live in two rooms

Great City's Shame

ALREADY up and down the country local authorities are exercising their powers under the recent legislation to stop overcrowding by the prosecution of house occupiers who have insufficient accommodation for their families.

But at the same time they are encouraging overcrowding by refusing to use their further powers to provide proper and adequate dwellings for those who most need them.

From area after area of the country there come to JOHN BULL daily heart-rending reports of the consequences of local authorities failing in or ignoring their duty to the masses who still have to exist under conditions of deplorable congestion.

* * *

When Parliament sanctioned legislation to make overcrowding a punishable offence, it intended beyond all doubt to impose an obligation upon every council in the land to make provision for the countless helpless people who would be in danger of conviction.

The councils for the most part are filled with zeal for prosecution, but are empty of the sense of duty to end the overcrowding.

* * *

By far the worst case of the kind ever discovered by us has to be made known to the discredit of the municipal administration of Manchester where, in Sabina Street, Collyhurst, lives Mr. George Smith with his wife and eleven children in what is no more than a two-roomed house.

The man is a consumptive patient, in a desperate state of health, and two of his eleven children—a boy of six and a girl of eight—have to sleep at the foot of his bed!

His wife shares the other room with the remaining nine children.

And George Smith was a Regular soldier who particularly distinguished himself in the retreat from Mons. He was physically destroyed in the War with two bullet wounds in the leg, a permanent injury in the arm, a displaced collarbone, and his lungs consumed by poison gas.

* * *

Smith has been a patient in more than twenty hospitals and sanatoria, but all operations and treatment have so failed to bring back any health to him that now he has wasted away.

His reward is a pension of 12s. a week—and the two-roomed house in Sabina Street with its thirteen occupants.

A local official in Manchester informs JOHN BULL that, if the family is not given more and better accommodation quickly, at least eight of Smith's children may have to spend the future in hospital by contraction of tuberculosis from proximity to their war-stricken father.

* * *

But the authorities in Manchester remain unmoved. Appeals to their common-sense to provide a decent home for the Smiths, if not on humanitarian grounds at least to save the ratepayers the future expense of maintaining an infected family, are lost on the civic rulers.

The Manchester Corporation has the power under the new Act to prosecute Mr. Smith for having to live with his large family in such terrible conditions. We invite it to do so, so that its own shame may be exposed to the court.

TRAGEDY OF HOUNDED FAMILY

Mr. Roy Rector—the obstacles in his path to freedom should be removed

MR. MICHAEL ROY RECTOR, of Bannerman Avenue, Prestwich, Manchester, has lived in Britain the past thirty-nine years. And for years he served with distinction the Royal Navy.

notwithstanding all that, the ish authorities declare that he is a n without a country and, for no other reason, they bar his way to a livelihood and a prosperous future.

Fifty years ago Rector was born at Pine Plains, in Michigan, U.S.A., but his birth was not registered owing to the great distance of his parents' home from the nearest town—and in those days people at Pine Plains did not worry a great deal about such matters.

On his father's death, Roy Rector, at the age of ten, was brought by his mother with her other children to Britain.

The boy grew up with no doubt in his mind that he was British. His father had been an American, but, as his mother was an Englishwoman, Rector had always been led to believe that he, too, was of British nationality.

* * *

He was accepted thirty-five years ago for the Royal Navy as a British subject after he had stated his parentage and enquiries had been made by the Admiralty to verify his mother's nationality.

After fifteen years of highly commended service in the Navy, Rector was discharged as unfit for further duties because of disabilities caused by his experiences in the Dardanelles campaign and when a warship in which he was serving was sunk by enemy action.

Soon after leaving the Navy, Rector was staggered when he was informed by the civic authorities at Manchester that they regarded him as an alien and that he must register and report regularly at the Aliens Department!

Not long ago Rector was given an opportunity of going with his family to Canada to assured and good employment.

Passages were booked and arrangements completed for their departure when their hopes were crashed by the British authorities declaring that he could not emigrate because they did not regard him as a British citizen.

In his despair Rector sent an appeal to the Duke of Windsor, who took up the matter with the Admiralty.

* * *

The suggestion was made that, in view of Rector's long service in the Royal Navy and the information obtained regarding his mother's nationality at the time of his enlistment, he should henceforth be accepted without question as a British subject.

The appeal made no difference.

Recently, Rector's eldest daughter passed an examination for appointment in the Civil Service. Now she has been refused the post because it is still held that her father does not possess the evidence of his nationality.

* * *

The Rectors have no means to commence proceedings for naturalisation. It should be granted to them without any cost.

We believe—now that the facts will come to the personal notice of the Home Secretary through JOHN BULL—that the obstacles in Rector's path to freedom of movement and a livelihood will be removed.

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Dear Student,

Now that the holidays are over and the long nights approaching, I want you to get back to your studies without delay.

We are now enjoying a period of prosperity and Bennett College trained men are wanted everywhere. I want you to gain your certificate, as that will be a proof of your efficiency; you will then find the permanent key positions waiting for you. I am very anxious for your success.

This notice does not only apply to present students. It is also in the nature of a notice or appeal to past students. Once a B.C.S. always a B.C.S. We make this appeal because circumstances change, and we may have students who do not realise that we are able to change with them and be ready to help them under all circumstances. As you know, we have a very big permanent professional staff, and we are therefore in the position to teach nearly every vocation, Scientific-Technical-Commercial-Civil Service-or almost anything that our students may require. Therefore, should you be one of those whose circumstances have changed, write and put me in touch with your requirements. If you are one of those who have merely eased off during the summer holidays, I shall be anxiously looking forward to the resumption of your studies, and again the regular arrival of your homework. If you are one of those students who have stuck regularly to your work without a break, you require no urging from me. Your success is certain, and we shall be delighted to share it.

At this time of the year, you may have friends who are thinking of taking up postal studies on some subject or preparing for an examination. My personal advice is always at their disposal, free.

Yours very sincerely,

J. H. Bennett

YOU HAVE BEEN WARNED BY RADIO

Professor Hilton on November 19th, 1936, from the B.B.C. broadcast a warning. The warning was to the effect that while there are many really good and reliable Colleges teaching by correspondence, there are many others which are colleges by name only. He said some so-called colleges rented a couple of rooms in a large building in a well-known street. Some made great promises which they did not intend to fulfil. Some claimed successes they could not prove. In some cases the names of prominent men were quoted who were in no way connected with the working of the College.

NOW BE ADVISED BY ME

The big name of a College is no proof of its national standing. The Bennett College has been established over 30 years and our entire building is devoted to Bennett College work. No other business of any kind is either on or attached to The Bennett College. We have seating accommodation for over 10,000. We have a permanent staff of over 190 people on the College premises. Our Professional Staff have all passed their examinations, and our tutors are all experts in their own specialised work. We do not send out any homework to be corrected by tired, spare-time tutors. All students' homework is corrected on the College premises the same day that it arrives, and is returned by evening post. This College is Technical, Scientific, General and Commercial, thus enabling us to cater for all requirements; this is important to Cost and Works Accountants, and all who have to deal with rate-fixing, machining-allowance, and it is also of great importance in many of the Civil Service Examinations. This is an entirely British College. Most of our textbooks are written on the College premises by our professional staff, especially for tutorial purposes. Our tutors specialise in teaching students for the examinations they themselves have already passed.

THERE IS NO OTHER COLLEGE IN THIS KINGDOM THAT CAN CLAIM ALL THE ABOVE ADVANTAGES

It is not necessary for students to attend the College: we can send exactly the same tuition to you by post for a reasonable fee payable monthly. Anyone who reads the journals knows that there are many things advertised that one can study, and any kind of study is good. It is training for the brain, but the best thing to study, surely, is a course specially prepared to teach your own vocation, or prepare you for the examinations which you have in view. Knowing that you are master of your job gives you self-confidence and personality, but a Diploma from a College is absolute proof of your efficiency. We have agencies in all English-speaking corners of the world. The nature of our business makes us keep in touch with employment requirements in all parts of the world, therefore we specialise in preparing students for the good positions which we know exist, and for all worth-while examinations. We are prepared to produce, on demand, over 10,000 unsolicited testimonials from successful students, or in default we will hand over £100 to charity.

THE ABOVE VAST ORGANISATION CAN HAVE BEEN CREATED ONLY BY THE SUCCESS OF OUR STUDENTS

If it is your desire to make progress and establish yourself in a good career, write to us for free particulars on any subject which interests you, or if your career is not decided, write and tell us of your likes and dislikes, and we will give you practical advice as to the possibilities of a vocation and how to succeed in it. You will be under no obligation whatever. It is our pleasure to help. We never take students for courses unless we feel satisfied they are suitable. Do not forget that success is not the prerogative of the brilliant. Our experience of over 30 years proves that the will to succeed achieves more than outstanding brilliancy.

LET ME BE YOUR FATHER

Let me tell you how to make a success of your career. If your future is undecided or appears unsatisfactory, let us talk it over together.

I want to help, and it will cost you nothing to get my help; you will be under no obligation whatever.

J. H. Bennett

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or on the high seas, a good supply of lessons is given, so that they may be done in their order, and despatched to us for examination and correction. They are then sent back with more work, and in this way a continuous stream of work is always in transit from the Student to us and from us to the Student; therefore distance makes no difference.

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NOTE ADDRESS: DEPT. 31, THE BENNETT COLLEGE LTD., SHEFFIELD.

A N D I D

MENACE

EAR MR. PICKFORD.—You have just been appointed President of the Football Association, and no one is more fully aware of the fine traditions possessed by the F.A. as a governing sports body.

So far now the F.A. has deserved the reputation of being the most powerful and just controllers of sport in the world.

Do you not think, then, that the F.A. should keep a sharp eye on this latest craze of some, or at least one, of the clubs to inject animal gland extract into their players' blood in order to stimulate stamina, spirit and speed? The colossal body of football followers will be asking where this sort of thing will stop and they will be fully entitled to wonder and to ask.

* * *

Of course you are aware that the F.A. Club have a terrific penalty for any man found injecting stuff into players. They deem that the animals should race according to their natural ability—not according to the power, or fitness instilled by artificial means.

But this question is not kept well in mind, I can assure you that you are in danger of a very uncomfortable first year of office.

Unless there is some definite and early announcement from you and the rest of football legislators you can expect many communications making suggestions whenever curiosities of sport arise.

Will this new treatment is permitted, it be called "doping"?

One of the finest things the F.A. can claim to have achieved is to have kept the game of football as clear as possible from commercialism.

You have done all in your power in that direction, always insisting as far as possible on the sporting side of the game being paramount, in spite of the wishes of those, and there are many, who think of football only in terms of gate.

* * *

Let me insist on this difference between the new proposal and the treatment of a player who is ill. Injections of gland treatment used in a cure are excellent but if they are used in the endeavour to affect the course of a game they are all wrong.

For how will it affect the name of football as a sport if it is known that scientists have been called in to introduce "animalism" into the players which they do not possess naturally?

And, by the way, what was the intention of that communication sent officially to Wolverhampton Wanderers about the end of last season? It didn't suggest that the "Wolves" needed the aid of "booster glands" to make them more mannish than they had been, did it? Surely it will be better if you can keep in the game all suggestion that it is the honest sport we would still like to think it is.

That is why, hopefully, I expect you to look to this "gland" business.—JOHN BULL.

MESSRS. ARUNDEL AND SON,
Contractors

DEAR SIRS,—You have been advertising for fifty young Irish navvies, and promising them a long job on a water scheme near Doncaster.

I know all about "Paddy's" ability with pick and shovel—but I also know the value of a good Yorkshireman.

Presumably, a good portion of the cost of this scheme will come out of the pockets of Yorkshire folk.

Why not look a little nearer home for your labour?—JOHN BULL.

MISS HARRISON,

DEAR SIR,—No one will blame you for wishing to stay beside your mother when she took seriously ill. She died a few days later.

But you were an engine-room trimmer and a trawler. You missed your ship, and delayed her. So at Hull you were fined 5s. and 31s. 6d. costs, and ordered to forfeit two days' pay.

A N D I D C O M M U N I C A T I O N S

MENACE TO A GREAT SPORT

"Outsiders" Preferred—Mother First—Not Ashamed to be in Love

EAR MR. PICKFORD,—You have just been appointed President of the Football Association, and no one is more fully aware of the fine traditions possessed by the F.A. as a governing sports body.

How the F.A. has deserved the reputation of being the most powerful and just controllers of sport in the world.

Do you not think, then, that the F.A. should keep a sharp eye on this latest proposal of some, or at least one, of the clubs to inject animal gland extracts into their players' blood in order to increase stamina, spirit and speed?

The colossal body of football followers are asking where this sort of thing will stop and they will be fully entitled to enquire and to ask.

Of course you are aware that the Italian Club have a terrific penalty for players found injecting stuff into themselves. They deem that the animals should race according to their natural speed—not according to the power, or fleetness instilled by artificial means.

If this question is not kept well in hand I can assure you that you are in danger of a very uncomfortable first year of office.

Unless there is some definite and early announcement from you and the rest of football legislators you can expect many communications making various suggestions whenever curiosities of sport arise.

Has this new treatment is permitted, what is to be called "doping"?

One of the finest things the F.A. can claim to have achieved is to have kept the game of football as clear as possible from commercialism.

You have done all in your power in this direction, always insisting as far as possible on the sporting side of the game being paramount, in spite of the wishes of those, and there are many, who think of football only in terms of gold.

* * *

Let me insist on this difference between the new proposal and the treatment of a player who is ill. Injections of gland treatment used in a cure are excellent; but if they are used in the endeavour to affect the course of a game they are all wrong.

How will it affect the name of football as a sport if it is known that scientists have been called in to introduce "animalism" into the players which they do not possess naturally?

And, by the way, what was the intention of that communication sent officially to Wolverhampton Wanderers about the end of last season? It didn't suggest that the "Wolves" needed the aid of "monkey glands" to make them more mannish than they had been, did it?

Surely it will be better if you can keep in the game all suggestion that it is not the honest sport we would still like to think it is.

That is why, hopefully, I expect you to look to this "gland" business.—JOHN BULL.

Messrs. ARUNDEL AND SON,
Tractors

DEAR SIRS,—You have been advertising for duty young Irish navvies, and offering them a long job on a water scheme near Doncaster.

I know all about "Paddy's" ability with pick and shovel—but I also know the value of a good Yorkshireman.

Presumably, a good portion of the cost of this scheme will come out of the pockets of Yorkshire folk.

Why not look a little nearer home for your labour?—JOHN BULL.

Mr. CHARLIE HARRISON,
Hull

DEAR SIR,—No one will blame you for wishing to stay beside your mother when she took seriously ill. She died two days later.

But you were an engine-room trimmer on a tramp. You missed your ship, and she sailed her. So at Hull you were fined £4 and 21s. 6d. costs, and ordered to forfeit two days' pay.

Will you permit players to be "doped"?

A son's devotion to his dying mother ought never have led to a police court and such penalties.—JOHN BULL.

Scout W. MONKSFIELD,
14th Epping Forest Group

"GOOD SCOUT."—When I realise it takes you three days to write a little letter I feel a bit ashamed at writing so many! But the fact that you can write at all is just another tribute to your indomitable pluck.

Completely crippled in every limb since birth, your whole life has been spent in hospitals and the operating theatre. Still, you have kept a stiff upper lip—and made yourself able to do some clever handiwork.

That shows just as much bravery, "Bill," as stopping runaway horses.

No wonder you have been awarded the highest Scout decoration for "wonderful courage in the face of great suffering."—JOHN BULL.

Sir SAMUEL HOARE (Home Secretary): Be big. Quashing *all* Haworth sentences best way to remove bitterness. —JOHN BULL.

Mrs. W. SHIPLEY,
Aldborough, Yorks

MADAM,—Whatever mistaken idea of generosity allowed you to offer a box of cigar stubs to a party of disabled ex-Servicemen?

Maybe, as you protest, you did it in good faith, but even your excuse that "they were the remains of cigars my husband had smoked, not ends picked up in the street," doesn't improve matters.

I am not surprised the disabled war heroes resented your "gift" as an insult. Many of them paid with their limbs for the cigars other people are smoking to-day.—JOHN BULL.

Prof. G. M. TREVELYAN: For Democracy and Dictatorship to live side by side Dictatorship must side with Peace.—JOHN BULL.

J. E. LANE,
London

DEAR MR. LANE,—You have well proved that no way is impassable to courage. Courage, and the help of a few good friends.

You have carried sandwich-boards through the West End, and despite illness and unemployment, when successful students of the London University assembled to receive their degrees you, as an external student, were there to get your B.A. and B.Sc.

All credit to you. You couldn't afford a cap and gown for the ceremony, but a permanent crown of knowledge is yours.—JOHN BULL.

Mr. WELLINGTON LIGHT,
Eastleigh, Hants

DEAR MR. LIGHT,—So you have been married fifty-two years, and your recipe for married bliss is—have no secrets

Nor do you make a secret of the fact that all this time you and your wife have been a "courting couple." Good!

There are too many married folk nowadays who have some crazy idea that it is *infra dig.* to admit that they love each other.—JOHN BULL.

Corporal W. CRAWLEY,
Netley Hospital, Southampton

DEAR CRAWLEY,—Maybe you figure on going down in Army annals as the "little British corporal" who sought a German wife because he never met an English girl who would suit.

Chance bothers some people. Perhaps it bothers you. Thank goodness the British Army has traditions of chivalry which your petty conceit won't shatter.

I have no objection to German girls, but I hope that you are made to remain a grumpy old bachelor.—JOHN BULL.

MAUD SPARKS,
St. John's Wood, London

DEAR MRS. SPARKS,—You're a game 'un! It does me good to read of such grit as you displayed.

Many men well under your age of sixty-four would be glad to hide their heads under the clothes if a burglar was heard knocking about the house.

But you went and faced a burglar single-handed, and locked him in a room.

He climbed down a pipe and got away, but he left your employer's possessions behind—and a woman worthy of three hearty cheers.—JOHN BULL.

★ NOT FROM THE B.B.C. ★

Boy Friend No. 1

THOSE turnips of enormous size
Of which, with faith confiding,
We've read accounts for many a year,
Although the Silly Season's here,
Seem to have gone in hiding.

And numbered too with missing friends
Is that endearing creature,
The fabled serpent of the sea,
Which, if it had its rights, would be
Just now a front-page feature.

Yet not one serpent has been seen
By longshoreman or sailor,
No giant mangel-wurzels sprout—
They've all, alas! been crowded out
By Mr. Robert Taylor!

Speaking for myself and a number of other cads, I must say that, as a silly season topic, I find this screen beauty a pretty poor substitute for the Loch Ness monster.

But in a world that is constantly demanding bigger and better "thises" and "thats," one must expect sillier and sillier silly seasons. And, of course, one must admit that, as film persons go, Mr. Spangler Brugh (which, I am informed, is the adored one's real name) has gone quite a distance.

Mrs. Dietrich was wont to attract a fair amount of attention in these parts when, more or less concealed behind a barrage of ostrich feathers, she tried to sneak unobtrusively into a theatre by the main entrance. But men didn't make a habit of swooning in her presence, much less of plying her with kisses.

This, indeed, is one of those matters

. . . "with hair on my chest."

in which the inequality of the sexes becomes painfully evident. If members of my sex dashed in and kissed Mrs. Dietrich without being introduced they would be charged with insulting behaviour, larceny of a quantity of lipstick and piracy upon the high seas. But females can bestow unwanted kisses upon any male who has the misfortune to incur their pleasure.

Not, mind you, that I have any special sympathy for Mr. Brugh. It's his own fault for being so sweet. We used to be told that it takes nine tailors to make a man, but apparently it takes only one Taylor to make a woman's pulse leap to 136, her heart thump 168 beats per minute and her blood pressure rise to 150.

These, we are assured, were the statistics registered by Miss Yvonne Ellis, of Twickenham, when she spoke by 'phone to Mr. Brugh, then in mid-Atlantic, and asked if "some ordinary girl might have a chance to win his heart."

And what, you may ask (if you are the sort of poisonous bounder who asks such questions) is the secret of the wondrous charm that has established Mr. Brugh as the only authentic answer to the maiden's prayer? I can but quote Mr. Brugh's own announcement: "I'm a red-blooded man with hair on my chest." So now you know what to do!

If you can keep your head and keep on smiling
When women swoon around you by the score;
If you can look so winsome and beguiling
When envious males describe you as a bore;
If when you are more kissed against than kissing,
You fail to register acute distaste,
Aim soulful looks, your target never missing,
And keep the shapely contours of your waist;
If you can guarantee your chest is hairy
And that your blood's pure red without alloy,
You'll be the wide world's sweetheart, just like Mary.
And—which is more—'twill serve you right, my boy!

Y. Z.

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A Sinister Stampede

All roads are leading to London, a menacing thing for the rest of the country—and for London itself

BY A. G. GARDINER

THE biggest and by far the most sinister social fact of the time is the stampede of industry and labour from the North to the South.

I return to the subject now for two reasons. First, that in spite of its gravity, nothing is being done to stem it, apart from the effect that rearmament may have. I shall refer to that later.

The second reason is the new light is thrown on the stampede by the figures made by Dr. Thomas in the *Economica*.

The general facts of this sensational phenomenon are familiar. For a generation the stampede has been in progress. But it is since the war and especially in the last half-dozen years or so, that it has gathered such momentum as to threaten the very life of the State.

Nor is that all. It invites dangers which the present inflammable condition of the world, cannot be exaggerated.

We have had a reminder of those dangers in the recent aerial manœuvres for the defence of London, the lesson of which is still obscure.

But let us leave that great matter aside for the moment. Let us confine ourselves to the social and economic facts.

The octopus

The terrific expansion of London and the south-east corner of England is destroying the balance of the nation. Britain is sweeping down on this area from all sides, and in its train comes a vast migration of working folk from the impoverished North.

In the last half-dozen years alone there has been a transfer of population from the seven northern counties to the London area equivalent to the total population of four great towns like Huddersfield or Preston.

And the stampede is not from the North of England only. Dr. Brinley Thomas's investigations show that almost 7 per cent. of the insured population of Wales has been absorbed by the metropolitan octopus.

So with Scotland. "It is the excessive expansion of London that is sapping the vitality of Scotland," says Mr. James Bowie, the principal of the Dundee School of Economics. "The body economic looks like perishing with an overstrained heart and exhaustion of the extremities." Greater London, which has less than 1 per cent. of the area of Great Britain, has now 20 per cent. of the population and about 25 per cent. of the rateable value.

Nor is it Greater London alone that is sucking the life-blood of the nation to itself. The amazing industrial growth of the country towns in the south-east, Oxford, Chelmsford, Luton, and so on, is mainly due to migration from the North.

Dr. Thomas' enquiry is based on the Ministry of Labour's returns of all unemployment books exchanged in the South-Eastern Division, showing how many of them were originally issued in other divisions.

The results are startling. Between 1932 and 1936 the number of "foreign" books exchanged at Bedford went up from 914 to 2,633, at Luton from 2,648 to 6,552.

Welwyn, Aylesbury and Letchworth tell the same story. In the Brentford-Slough district Welshmen form 28 per cent. of the "foreign" invasion.

In the Hendon-Watford area and the Kent coalfield the newcomers are mainly from Northumberland, Durham and Yorkshire.

The total number of migrants recorded in the South-Eastern Division last year was 219,000. Of these, 27 per cent. came from north-east England, 15 per cent. from the north-west, 19 per cent. from Wales, 12 per cent. from the Midlands, and 10 per cent. from Scotland. Allowing for families, here is a shift of population of over half a million.

The evils of this drift of population and industry to the South are manifold. It is devastating the great industrial centres of the past.

It is making the London area a sprawling, unregulated wilderness of bricks and mortar.

It is destroying the countryside. The finest agricultural land in the country is going out of cultivation to make room for new factories, while the factories of the North are starved and often derelict.

Above all, it is a menace to the country. At a time when the peace of the world hangs by a hair, we are crowding into the most vulnerable corner of these islands the activities of the nation.

We are offering such a target for attack as the world has never seen. And we are offering it at a time when we have ceased, in effect, to be an island—when sudden and catastrophic invasion from the air has become a menace without parallel in our history.

Against all these evils there is no single gain to be set. If the stampede continues as it is to-day the catastrophe which Mr. Bowie forecasts cannot be averted. A swollen head and perishing extremities spell unavoidable disaster.

Big illusion

What is to be done to stem this fatal tide? For the moment the dangers are obscured by the effects of the rearmament programme.

It has given such a stimulus to industry that even the depressed areas feel the warm current of life coming back to them.

But that stimulus, welcome as it is, is illusory. It has come with a great emergency and will pass with that emergency. No nation can prosper permanently on building weapons of destruction.

It can only prosper on constructive work and the exchanges of trade.

As Dr. Thomas points out, if new industrial activity is to be created in the distressed areas, drawing men back again into them, "it should not be a temporary dose of armaments work, but investment which has a reasonable chance of outlasting the present boom."

Rightly used, the rearmament programme should help to turn the tide. It is diverting activity to the old centres of the heavy industries.

But the diversion must be more than a spasm. If it is only that it will be worse than useless.

And if it is to be more than a spasm it must be driven home by a bold and drastic policy, pursued with ruthless disregard of private and vested interests. That policy must have two aims.

It must stop the congestion of London and it must stop the rot in industrial England.

The key to that policy was indicated by Mr. Malcolm Stewart in his famous report on the distressed areas. Greater London must be declared "out-of-bounds for further factory construction" unless special reasons can be shown.

We cannot say where new industries *shall go*. We can say where they shall *not* go. And the Government should say it now—decisively, immediately.

That is the first step. And the next is equally clear and imperative. It lies in that word "investment" which Dr. Thomas uses. And it is picturesquely stated by Mr. Bowie. "The State," he says, "is grossly neglecting the capital equipment of Scotland.

If the Houses of Parliament stood on the banks of the Lower Tay instead of the Lower Thames, how long would we have to wait for our road bridges?"

There is the clue to the problem. On the one hand, we must stop the stampede of industry to London. On the other, we must "invest" the resources of the State in turning the tide of industry back into the channels from which it came.

THE HUMAN MACHINE

NEITHER HAVE YOURS!

IN the office of a Manchester business man hangs, or used to hang, a large printed card. It said: "I have had a whole heap of troubles in my life, and most of them never happened."

We don't need to have that printed and hung up, but it would do most of us a lot of good if we remembered it and said it to ourselves once a day. For we've all had heaps of troubles, and precious few of them have ever happened. There isn't a single day when we can't look back and see how much time and energy we've wasted fussing and worrying over something we thought was going to happen and which never happened at all. And the only reason we don't feel thoroughly ashamed of ourselves every night of our lives is because we don't think about it.

Maybe we all ought to have that motto printed after all, and hung somewhere where we can't help seeing it every night as we go to bed!

After all, there are very few real troubles in the world. Death, serious illness, dire poverty—things like these are troubles: and even so they've got to be faced and overcome. But the vast majority of things we fuss about aren't troubles at all. They're only irritations. And anyone who thinks he's going through life without having to put up with a host of irritations every day had better change his point of view as quickly as he can. Otherwise he's in for a very unhappy time.

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MISCELLANEOUS

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THE need for a carefully planned [illegible] never greater than it is to-day. [illegible] 31, Bennett College, Sheffield, for [illegible] subject mentioned in the special [illegible] of the College on page 16.

FREE sample tube of Odo[illegible] Simply send a postcard to [illegible] (Dept. J.B.21), Norwich; or fill in [illegible]

FOR a nice, cool smoke get a tin [illegible] It's always fresh, because it's packed [illegible] tins. See announcement on Front [illegible]

SAVING *the Shopper from* FRAUD

Scientists have become so good at finding formulae for "imitations" that those who aren't thus engaged are kept busy detecting those imitations

SCIENCE, which has brought beautiful fabrics, ranges of marvellous shades, sheer silk stockings, and a great many other one-time luxuries within reach of every woman's purse, has also made shopping more difficult for the careful woman.

With the help of the scientist manufacturers can now produce perfect imitations of almost everything, from silk and leather to gold and silver, so that it becomes increasingly difficult to know when you have the real thing and if the article you are buying is all that the shop assistant claims it to be.

Time was when every good housewife could tell by the appearance and "feel" of a cloth if it were really "all wool" or "pure linen," and could safely rely on her own judgment as to the quality of what she was purchasing. To-day, it is no longer possible even for an expert with long experience to judge the real quality of a fabric.

It is possible now for cotton and rayon to be made to look and feel exactly like linen and vegetable wool to look and feel like pure wool.

Experts foiled

This summer hundreds of thousands of yards of rayon "slub" and "linen" have been sold which would deceive an expert into believing them to be real linen. Manufacturers of well-known brands indicate by ticket the fact that these "linens" are rayon. But the shopkeeper is sometimes deceived by other manufacturers, who deliberately pass the material off as genuine linen.

Manufacturers with no reputation to lose frequently practise another kind of fraud undetectable by sight or feel. They deliberately stretch cloth in the mills before rolling it. This gives many extra yards to each piece, and brings many extra pounds into the manufacturer's purse. But as soon as the material is washed it shrinks up to its normal woven length and a frock may shorten by as much as six inches, however carefully it is washed.

This is a common cause of excessive shrinkage in kinds of material normally considered, and actually sold by the retailer in good faith as "non-shrinking."

It also accounts for the strange manner in which new curtains sometimes shrink up in wet weather.

Frauds of this kind can be detected only by the means which has made them possible. By science. And to protect themselves and their customers from this costly deception several big stores now have special laboratories where samples of everything that enters the shop are scientifically tested by analytical chemists to see whether they fulfil the makers' claims.

Under the microscope, that fine linen which deceived the buyer relying on his eyes and fingers is shown to be only a fine imitation. Magnified a thousand times the fibres of cotton look like yellow ribbon, while flax fibres from which real linen is woven are round and knotted like bamboo poles, and just as strong.

Simple tests

Here is a laboratory secret which will enable you to test for yourself whether what you have bought as linen really is woven from flax.

When wet, real linen is 50 per cent. stronger and tougher than when it is dry. Cotton and rayon are 50 per cent. less tough when wet. If you wet a piece of real linen you will be unable to tear it, but if you wet a piece of imitation linen it tears easily and may even split just in handling.

It would make a woman weep to see what goes on inside the laboratory of a big store.

Yards of expensive materials are cooped up and burnt with acids to test the dyes and reveal the nature and quantity of "dress" used in manufacture; fine fabrics are ruthlessly torn between the jaws of powerful machines to test their tensile strength, and silk stockings are burst by oil pressure-bursters to test their elasticity and liability to ladder.

Elasticity is very important in a silk stocking, apart from the obvious advantage of not wrinkling when the wearer stands up. The less elastic the stocking the more prone it is to ladder.

It is safe

And here is a point to bear in mind. Experiments carried out by the United States Bureau of Standards have shown that the elasticity of silk fibres is increased by washing, and decreases every day after washing.

Until the big stores fitted up elaborate laboratories to safeguard themselves and their customers, manufacturers could blithely claim their fabrics to be "fadeless" without much fear of trouble. But now, before the chemists will pass anything as fadeless, it has to stand up to twenty-four hours under the searching glare of a 2,500 candle-power mercury vapour lamp.

If it comes through that you can safely sit in the sun by the seaside without fear of your blue serge turning violet or purple. But remember, whatever the salesman may have told you, it is at present impossible to guarantee fast colours in silk or rayon fabrics.

You may be lucky, but it is the exception rather than the rule, and if a salesman tries to convince you of the contrary you know what credit to attach to anything else he may claim for his goods.

Despite their elaborate apparatus, the chemists in these laboratories still have to resort to the old-fashioned way of testing for shrinkage, by washing. The only difference is that they do it methodically and can find out the cause. They take a length of material and mark out a square in black thread. They measure the sides of the square accurately, then soak the material in hot soapy water and measure again. If the shrinkage does not exceed 5 per cent. (about an inch in a yard) it is passed O.K.

If it has shrunk more than that they gently squeeze it between towels and then try to iron it out to its original size.

Most rayons, which often shrink when wet, can be brought back to approximately their original length and width by this method, the shrinkage being due merely to cockling up of the threads.

But if, after carefully stretching and ironing wet, they find there is still a big discrepancy between the measurements before and after wetting, the chemists know that the material has been stretched in the mills to obtain extra yardage. In this case they reject it.

There are now several processes by which materials can be made practically unshrinkable.

This is done by soaking the fabric after weaving and crowding the wet threads as closely to one another as possible. The tightly packed threads are then fixed and dried.

Most reputable manufacturers now employ large staffs of analytical chemists to test their goods before leaving the factories, and fabrics sold as unshrinkable by a firm of repute can be safely relied on not to shrink more than 2 or 3 per cent. But store chemists say that with dress materials it is always advisable to allow for a shrinkage of about one inch in the yard.

The day of the unshrinkable sock is not far off. A recently patented process now arousing considerable interest is claimed to make woollens proof against everything but the most careless and ruthless laundry treatment. The yarn is chemically treated by a process akin to dry cleaning, which prevents the wool from "felting."

The experience of store chemists tends to show that a great many women still do not realise that the most frequent cause of felting and shrinkage is rubbing in the wash.

Indignant housewives bring back woollens that have shrunk badly, stating that they did not use hot water so the goods must be at fault.

Seven times out of ten, when asked if they rubbed the things they reply, "Of course! How should I get them clean otherwise?" When told that the rubbing caused the trouble they say they have always rubbed their woollens and it has never happened before. This may be quite true.

What has happened is that the articles purchased were of softer or finer texture than those the customer usually bought. The coarser the wool the less easily it felts and shrinks.

In the "museum" of one store laboratory they have a pair of men's socks. One of the pair, tested for shrinkage by dipping in soapy water, would not fit a new-born child.

There is one type of woollen material on which the chemists have to keep a very close watch. This is a lightweight open structure fabric of soft spun yarn.

If this fabric is made of long yarn it is all right, but if it is woven from short ends—which is frequently the case with cheap materials of this type—a close fitting garment made from it is liable to split the first time the wearer sits down.

The only way to detect the difference, without the help of laboratory apparatus, is to look for an open seam. If the yarn is short a light pull on the raw edge will bring away several frayed and broken fibres.

At a time of rising prices, such as at present, store laboratories are kept very busy.

'Quality' tricks

Some manufacturers who have made long-term contracts with big stores are caught by unforeseen increases in the price of raw materials, and being tied by their contracts to a fixed price they sometimes try to keep up their margin of profit by cutting the quality of the goods.

When the loss is serious most big stores prefer to make a revised price arrangement which leaves the manufacturer a fair margin of profit. But in the case of fixed price stores this is sometimes impossible.

One big fixed price chain store has recently found it necessary to equip a laboratory to keep a check on attempts to introduce substitutes and sub-standard materials into goods supplied by manufacturers affected by the rising market.

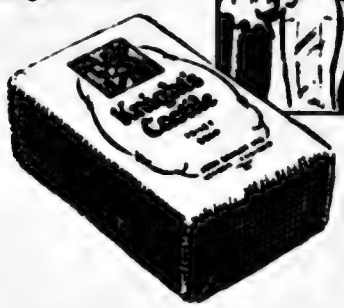
The departmental buyers are quite unable to detect most of the substitutes and imitations.

Hospitals and other institutions, an analytical chemist told me, would be well advised to have samples of sheets, towels, uniforms, etc., scientifically tested before purchasing a large stock, and have further tests made on a selection of the goods delivered, to see that the standard is maintained.

SHE LOST TIRED SKIN BUT FOUND Romance
THAT'S ANN'S COUSIN
THE BEAST— IT'S NOT MY FAULT I'VE A POOR SKIN!
YOU'D NEVER THINK SO FROM HER COMPLEXION.

NO LONGER JUST ANN'S COUSIN!

"Tired Skin" vanishes when you care for your face with the creamy lather of Knight's Castile. The beauty glands are gently helped and stimulated by the pure oils in Knight's Castile.



If you want fresh, radiant loveliness get a tablet of Knight's Castile, which costs only 4d. It will always keep you safe from the harmful effects of town air.

Knight's Castile

SPECIALLY MADE FOR THE FACE

KC 197-264 JOHN KNIGHT LIMITED—SOAP MAKERS SINCE 1810

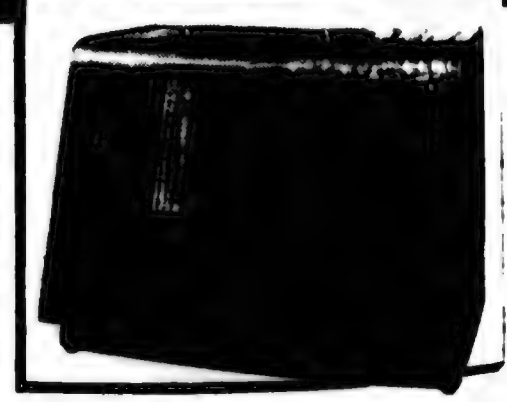
Wouldn't life be easy!

If you were all radio experts, life would be very easy for us at Murphy Radio. There would be no need for me to spend time trying to persuade you about the virtues of Murphy sets. You could see them all for yourself. You would be able to compare Murphy sets in minute detail with other sets, and make your own mind up as to which you would buy. And I haven't much doubt what the answer would be. Unfortunately, not one in a hundred is really able to judge one set technically against another. All of us can say whether we like the cabinet or the tone of the set; some can judge things such as selectivity; but who is going to tell, for instance, whether the set is likely to go on working well after you have bought it? The fact is, you have to take a lot on trust. I know what I should do if I were you. I should make up my mind which manufacturer I felt I could trust, and then go to a reliable dealer's shop* for one of his sets.

E. J. POWER, *Managing Director.*

* *Murphy Sets are sold only through a limited number of appointed Murphy dealers.*

MAINS ALL-WAVE MODEL Reproduction is even better than other Murphy table sets. One of the outstanding features of this set is the new easy tuning on Short Waves. Short-wave stations are converted *electrically* into medium-wave stations, and tuning is then extremely simple. There is the new Alphabetical Tuning Scale with long and medium-wave stations in Alphabetical order. Cathode Ray Indicator and Noise Suppression between stations. Extremely high sensitivity, but less interference, particularly on Short Waves. The set is fitted with Automatic Volume Control and Variable Tone Control. The cabinet is well constructed in polished figured light and dark Walnut. A.C. MODEL OR D.C. A.C. MODEL **£15.10**



A LIMITED NUMBER OF MURPHY TELEVISION RECEIVERS ARE NOW AVAILABLE. PRICE £65

Other models include:
- MAINS RADIOGRAMOPHONE 84 . . . £24 and £25
- MAINS CONSOLE MODEL 86 . . . £11. 10 and £8. 5
- MAINS TABLE MODELS 82 . . . £11. 10 and £8. 10
- BATTERY TABLE MODELS 86 . . . £10. 15 and £9. 10

All Murphy sets, exclusive of valves and batteries, guaranteed for a year. *Prices do not apply in I.F.S.*

HIRE PURCHASE TERMS AVAILABLE ON ALL MURPHY SETS

MURPHY

Murphy Radio Ltd., Welwyn Garden City, Herts. C. R. Colmore (Ad.)

Their work behind them, but the extra leisure that the 40-hour week allows them can be a mixed blessing unless we learn from France's blunders

40-Hour Week GRAVE WARNING

Next week the Trades Union Congress will debate the possibilities of paid holidays for workers as a reduction of the working week.

This year a 40-hour week (without any reduction in income) has been put into operation generally in commerce and industry in France, and every worker in that country has for the first time also received an annual fifteen days' holiday with full pay.

This vast social innovation had its greatest test during August—the great French holiday month. JOHN BULL *sent a representative to France to make first-hand observation during the past month of the consequences of the experiment.*

His completely unbiased report which follows should not only interest every British worker; it indicates also dangers which will have to be avoided when a British Government takes action for the further betterment of labour conditions.

THE Ascension of the Beefsteak!

That queer phrase may be seen to-day on the hoardings in every commune of France.

It is placarded by the political forces of the Right and is meant to be condemnation of the Popular Front, which, on attaining power, introduced so swiftly the measures for a 40-hour working week, in addition to a fortnight's holiday with pay for all workers.

But apart from its service as political propaganda, the phrase is pregnant with further meaning to every man and woman in France.

It is used by them when they speak of the mystifying and incessant rise in the cost of living in their country—and that subject is now never off their lips.

Every day the price of something rises still further and there is no indication where or how it will end.

Terrible price

To some extent it is the effect of the devalued franc and the consequent rise in the cost of raw materials. But, in the main, it is the price being exacted for the concession to the French workers of what amounts to nine full weeks of leisure every year.

The price is a terrible one—so high that France is very nearly at breaking point in her domestic economy. In a year the cost of living has swollen by more than 30 per cent. and most of the increase has taken place in recent months. To-morrow it may bound to an even greater height because there is no control whatever.

The following comparison of prices of the commonest foodstuffs a year ago and last month is supplied to JOHN BULL by a French Government department:—

	August, 1936.	August, 1937.
	s. d.	s. d.
Bread (per lb.) ..	1½	2½
Butter (per lb.) ..	1 2½	1 8
Eggs (per doz.) ..	1 2	1 7½
Milk (per quart)..	2½	3½
Beefsteak (per lb.)	1 9	2 5
Mutton (per lb.)..	1 8	1 11
Veal (per lb.) ..	1 8	2 1
Pork (per lb.) ..	1 2	1 6

Sugar and coffee have advanced a penny per pound, ordinary wine three-halfpence a litre, and every other article of food and drink in the same proportion. So it is with all other goods, clothing, footwear, fuel and similar domestic supplies, as well as with every kind of public and private service—postage, rail and 'bus fares, hairdressing and what not.

Lagging wages

Of course, wages have risen also, apart altogether from the minimum 20 per cent. increase that was necessary to keep them at the level of the old working week. But the wages rates still lag slow and far behind the rocketing cost of living, and countless homes are now experiencing privation that was unknown to them less than a year ago.

So France is paying very dearly for the new freedom of her workers. *But the price is a false one.* The nation is being exploited and bled by profiteers, and is being stampeded from behind the scenes by the Big Business panic-makers who seek to destroy the greatest social experiment of the century in Western Europe.

There has not even been the feebleat effort by the French Government to check the plunder that is being committed in the name of the 40-hour week and holidays with pay. The Government, in fact, seems to be utterly helpless and impotent. It appears to be still dazed by the inevitable confusion that followed the launching of these great reforms without the slightest preparation or planning.

The Government looks on while the disparity between production costs and retail prices grows wider every day. It does nothing when, with each justified rise in prices, the producers, middlemen and distributors all add substantial percentages for still greater profit and call the robbery their "margin of security against the future."

Some advocates of the 40-hour week and paid holidays in Britain have pointed to the present labour shortage in France as evidence of the effect of these measures in wiping out unemployment. They err in doing so.

For other reasons there would have been a labour shortage in the country if there had been no social changes. Before these were introduced, France was actually importing workers.

Equally erroneous has been the assumption that the reorganisation of industry for the new conditions would, somehow, bring an increase in production.

The big French employers' organisations admit frankly that the workers now give more and better service per hour, but—even with armament and other defence work at its height—production in all France has risen by less than 2 per cent. in a year.

On the other side of the balance-sheet is the revolution in the private and domestic lives of the French workers produced by the sudden acquisition of their new leisure without loss of income.

In all the history of France there has never been a holiday month like this August. It is estimated that at least four million families who had seldom or never enjoyed a holiday before left their homes for a period at the seaside or in the country.

Special hostels

In every area there has been set up a branch of a State inter-ministerial committee, working in conjunction with the trade unions, for the organisation of leisure, and magnificent work seems to have been performed by most of these bodies in arranging the workers' holidays.

Greatest of these efforts has been that of the committee responsible for planning the vacation of the coalminers of northern France.

More than 70,000 pit workers and 130,000 members of their families were transported from the mining villages to the Calais coast and accommodated there in comfortable surroundings and at extremely low prices in hostels specially built or converted from disused factories.

Perhaps the best illustration of the new holidays surge is that for some weeks it has not been possible to buy a suitcase in France, and buyers of bicycles and motor-cycles have had to wait at least a month for delivery!

The first marked effect of the 40-hour week, as distinct from the paid holiday period, has been the growth of the week-end-away-from-home habit among the masses of ordinary workers to an extent almost inconceivable in Britain, and so vast that the French railways, which have co-operated splendidly in the provision of cheap fares, find themselves without sufficient rolling-stock to meet the demands of the excursionists.

The week-end holiday has, indeed, become almost an obsession with the ordinary toilers and their families, and every newspaper in the country has been compelled to devote a full page several times a week to the education of its readers in the best methods of spending their leisure.

Great numbers of French employers have certainly proved "awkward" in the manner they have dispensed the 40-hour week to their workers. They are those who keep their staffs employed for six days of 6 hours 40 minutes each.

But the great majority of firms have arranged their businesses so that a five-day week of eight hours a day is worked and the workpeople have two days free—either Saturday and Sunday or Sunday and Monday. Many shops and business establishments do not open now on Mondays.

Other employers have even planned for their workers having four days to themselves every fortnight, instead of two per week. Thus people who mostly had never had a holiday of any kind in their lives until this year now have a four days' rest twenty-four times a year, as well as fifteen continuous days' holiday with pay.

Transformed

Big sections of the community are, of course, still without the means to make the fullest use of their leisure. But they cannot be accused of spending the time in idleness. The industrial areas of France have become transformed in a few months.

Gardens and allotments have sprung up in countless acres almost overnight, and few working-class houses are to be seen which have not had their fronts renovated and repainted.

And above all the gains is that revealed by the French Ministry of Health whose reports show unprecedented and rapid falling-off in sickness among the workers.

Yet no other conclusion can be reached than that—while the fortnight's paid holidays will become permanent—the 40-hour week is already doomed—at least for a time.

It was introduced far too rapidly; the expectation that Britain would soon copy the experiment and thus mitigate the effect on production costs in France has so far proved a false hope: there has been no attempt to control the cost of living which must be an essential accompaniment of a reform of this magnitude introduced with such startling suddenness.

In their eagerness the people of France have overstepped and found themselves defenceless against the profiteers and the forces of reaction.

The unfortunate experiences of France need not and will not weaken the movement in Britain for paid holidays and a shorter working week. The reforms will be more likely to be successful in this country if observation is made now of the blunders and mismanagement for which France is paying so dearly and grievously.

Player's Cork tipped

"MEDIUM" OR "MILD"

Many smokers who prefer a Cork Tipped Cigarette do not know that they can obtain their favourite brand—Player's Navy Cut—in this form.

"Medium" or "Mild" as you prefer, but do not forget you can obtain either with Cork Tips.

MEDIUM OR MILD · IT'S THE TOBACCO THAT COUNTS

A rebel destroyer passing a British boat. Such incidents are now menacing because of the bogus "British" ships in the Mediterranean

Ships that Shame Britain's Flag..

HIRING *Our* NAVY FOR £20

FOREIGNERS are buying protection on the high seas from the British Navy.

By the payment of a few pounds these aliens are registering the ships they own as "British," and thereby gain all the advantages which automatically follow when a ship flies the Red Ensign—the flag of the British mercantile marine.

This grievous scandal is brought to public notice by recent events of the civil war in Spain.

During the past few months scores of ships—which are virtually foreign vessels—have been transferred to nominal British ownership for the sole purpose of trading to Spanish ports without interference from either the Spanish Government or General Franco.

Without British registration these ships could not secure insurance for hull or cargo.

In addition, these ships are safeguarded "on their lawful occasions" by the British naval patrol.

Should there be any interference with such ships on the high seas, then the British Navy would be required to take action.

Grave Risk

It is quite possible that this country might be involved in very serious complications over one of these masquerading "British" ships.

Since the beginning of the year there have been no fewer than 150 transfers of former foreign ships to nominal British ownership.

Many of these transfers have been, no doubt, quite genuine and in the ordinary run of business, but others are open to the strongest suspicion.

Owing to a wide loophole in the Merchant Shipping Act of 1894, bogus transfers are simple.

What happens is this: A small holding company is formed in London and registered at Somerset House. The majority shares are held by the foreigners, but there is one director, who is a British subject, and the office of the company is in this country.

Vessels owned by such a company can claim and secure Board of Trade registration.

Actually they are foreign-owned. Their officers and crew are foreigners. Quite frequently the only man aboard who understands English is the wireless operator. That is imperative under Board of Trade rules, although the operator, by permission, need not be a Britisher.

Yet they fly the Red Ensign, and are as effectively British—from the point of view of our Navy—as a Cunard liner.

Negotiations are going forward at the present time for registering a fleet of forty Spanish ships, regularly sailing from and to Biscay ports, to a "British" company in which 99 per cent. of the shares will be taken by Spaniards.

There are now sixty ships—legally British and under the British flag—trading the Mediterranean and running cargoes into Spanish ports which are really the property of Greek and Roumanian owners.

With the s.s. *Noemijulia*, recently attacked off the southern coast of Spain by an insurgent warplane, ownership is vested in an English company. The capital of that concern is £1,000 in one pound shares. Of that total 997 shares are in the names of two Roumanians.

Lately a French steamer, over fifty years old, was laid up in a North African port. She was taken over by a Greek captain and manned by a mixed crew of foreigners. She was purchased on behalf of the Greek captain by his brother-in-law, a naturalised British subject living in England.

A provisional certificate of registration was secured from the British consul, and the vessel sailed under the British flag to run the Spanish blockade.

There was not a Britisher aboard the ship. Her cargo was owned by foreigners. Yet the ship enjoyed all the privileges and rights of being British.

Undermanned

Provisional registration as "British" has been taken out by Greek and Roumanian speculators in many instances simply for the purpose of gaining favourable insurance, and the guard of the British Navy.

Such provisional registration can be obtained from a British consul abroad. It is valid for six months or until such time as the ship enters a British port.

And as there is never any intention of sending the ship to England that second proviso does not operate.

Many of these foreign-owned "British" ships do not comply with Board of Trade safety conditions. They are undermanned and their crews are poorly paid.

If such ships called at a British port proceedings would be taken immediately against the owners for their laxity and breach of the shipping regulations. But the "British" ships never do come to Britain. Thus the owners evade punishment.

English sailors would refuse to sail in such ships because of their condition.

Repeatedly Mr. Robert Spence, the secretary of the National Union of Seamen, has called attention of the Board of Trade to the manner in which these pseudo-British merchant vessels are worked.

"Officers and men aboard such ships," says Mr. Spence, "are grossly underpaid according to our standards. Our protests on the matter have had no effect."

Present regulations as to the British registration of shipping are an utter farce. They lead to open abuse by the unscrupulous and undermine the dignity of the British merchant navy, and the honour of the British flag.

What it really amounts to is that the Royal Navy and the British taxpayer have to shoulder the responsibility and the cost of protecting foreign cargoes in foreign although nominally owned British ships, manned entirely by men of alien nationality.

It is significant that during the past few months 130 ships have been held up by General Franco's patrol in the Mediterranean and escorted into Ceuta.

"Ghost" companies

Not a single one of those ships was flying the British flag. That is why the Greeks, the Roumanians, the Mexicans and the others engaged in carrying cargoes to Spain buy British registration for their ships through "ghost" companies with a back-room office in London.

Fees for the registration vary according to the tonnage of the ship.

It costs about £20 to purchase the protection of the British Navy for a ship of 2,000 tons.

Because of the gravity of the position—the risk of dangerous "incidents" which may occur at any time over a foreign "Britisher"—all consuls abroad have been instructed to refer provisional registration of ships as British to the headquarters of the Board of Trade in Whitehall.

Future registrations will be scrutinised with the greatest care. But that is not enough. The avenue for foreigners to acquire British rights will still lie open through the door of the holding company having one English director and a London office.

Drastic amendment of the Merchant Shipping Act is needed.

One essential requirement to British registration should be enforced by law.

Which is that no ship can claim British registration or fly the Red Ensign unless carrying a majority of British nationals as officers.

Until that is done the scandal of buying the Royal Navy for a twenty-pound note will continue.

Killed in Action—aged 14

LOOK on this little sketch—and hate war more bitterly than ever for having seen it.

It is drawn from a snapshot taken in Belgium by Mr. E. F. Quinn, Station Road, Great Saughall, Chester, of the grave of Britain's youngest war hero.

"He sleeps amid velvet greensward at Poelcapelle, his grave entwined by young trees. And he was so very, very young," is the poignant little description we received. . . .

When reader Allan Conway asked in a recent issue whether Denis McLafferty, killed at Loos at the age of 16, was the youngest war hero, we had to say that Army records couldn't help us.

But our readers could. Sixty-one of them told us of this grave. Fifteen enclosed photographs, from the first of which this drawing was made. All wanted their pictures back. "We keep it among our treasures."

Fourteen-year-old victim of man's most supreme madness, Private J. Condon, is not forgotten.

Here is a typical "fourteen-year-old." Look at the sketch opposite, and think

SEPTEMBER 4, 1937

A modern coach terminus is like a busy railway station

AMAZING Revolution on the ROADS

NE fine summer morning in 1921 a certain motor-coach driver set out with a full load of passengers from Birmingham to Weston-super-Mare. Nobody seems to remember his name, but he went straight into history. He didn't know it, but he began a revolution. . . .

It was the first of the long-distance motor-coach routes which now enmesh Britain in a network over which coaches cover 1,500 million miles a year—or about four journeys to the moon and back.

It was also the beginning of an industry which handles 6,000 million passengers (of fare tickets) a year at an average of 2½d. a time, totalling £62,000,000 a year in receipts. Coach companies now own enough vehicles to stretch (from back to front) the distance from London to Blackpool in one continuous line. And you would like some more figures—road transport (which includes goods vehicles as well as passenger coaches and buses) employs 300,000 persons—or twice as many as the railways; and every year for the past five years it has shown *increasing* in numbers of new vehicles, passengers carried, and annual turnover at the rate of about 10 per cent.

And it has achieved this amazing growth in spite of the most bitter and ferocious and continued opposition from the railways, local authorities and all manner of vested interests.

You may remember that famous Hollywood film, "It Happened One Night," which was written round the romance of coach lines which then existed in America. Somebody ought to make a film about the British coach revolution, called "It Happened Overnight." It would be equally dramatic and romantic. But the glamour in it would be in the story of a business venture which has triumphed in spite of every opposition and has written a new page on the social history of the British people.

That first run with holiday-making workers from the Black Country was soon followed by dozens of others—not merely tours and holiday trips but regularly scheduled journeys which have spread out north, south, east and west along the old-time coaching roads and routes such as London-Plymouth, London-York, London-Edinburgh, London-Bristol, and so on.

★ Between these trunk routes a network of smaller routes has developed linking up villages and farmsteads and bringing back dying market towns to new life. You can gather the extent of this from the fact that over a dozen private coach and bus operators each have more than 4,000 miles of routes on their schedules.

Behind it all, grown up with this gigantic new industry, is a far-flung intricate web of organisation dedicated to the public service and the advance of the industry.

Two thousands agents book tickets for you and arrange any journey for you between Land's End and John o' Groat's. Hundreds of figure geniuses devise the routes, draw up the schedules, allot coaches and seating accommodation according to the swiftly changing demands of traffic and see to it that 90 per cent. of the coaches which depart at fixed times from "anywhere to anywhere" are run to economical capacity.

You can go into a coach agent's (which might be a small tobacconist's shop) in, say, Bradford, and book a journey to some remote part of the West Country or the Highlands. The agent will take your booking and allot you a guaranteed seat even though you may be the only customer he has had for that particular journey in a whole year.

But you will not travel alone. There will be other passengers gathered in from all over England to keep you company nearly the whole way.

Those figure experts and the wonderful organisation of the passenger clearing-houses and the "chart rooms" (of which more later) see to that.

And again there are small armies of experts—architects, engineers, designers—some employed by the great coach-manufacturing firms and others by the operating groups themselves—who are at work the whole year round devising new ideas in speed, comfort and safety for the long-distance coach passengers.

So there are great road ships now which on the night Northern routes can eat up the distances at fifty miles an hour with safety with no detail overlooked for the comfort of the passengers.

Some of these coaches have that newest American device of air-conditioning, and they travel with the silence and smoothness, for the passengers, of an expensive limousine.

The newest of these express coaches have seats which, by means of a hand lever, can be adjusted to a reclining position like those on the "sleeper" aeroplanes. And nearly all at present on the road have amenities like built-in library bookcases, seats with reading-lamps, radio; some have special glass-lined observation platforms for day touring, a "washroom" and a place where refreshments can be prepared en route.

In America, where coach travel was first developed, a big problem, owing to the long distances travelled between towns, was the establishment of what were called "comfort stations."

In Britain, with seldom more than an hour's run from town to town, the same problem does not arise. But the coach lines solve it anyway by their coach terminal stations, of which there are now upwards of a score in the main cities like London, Northampton, Derby, Plymouth, Preston, Nor[illegible].

Many of these coach stations are elaborate affairs costing many thousands of pounds to erect. They have arrival and departure platforms where the passenger can board or await a coach in comfort, which can handle up to [illegible] coach departures a day.

Most of them contain restaurants, washrooms, and warm and well-lighted waiting-rooms. All of them have fuel refilling plants, repair shops and offices for handling traffic.

The biggest in London or Europe for that matter is the terminal station at Victoria, London.

More than fifty separate companies run coaches out of this station to the south and west of England, from Margate to North Devon. On peak days as many as 1,250 coaches leave, carrying 30,000 passengers.

★ At this terminal station the intending passenger can get a bed, bath, breakfast and a four-course meal, or send a telegram to his mother.

Upstairs in the "chart-room" you see the fine pitch to which coach travel has been brought. Sixty telephone lines come into this room, maintaining contact with about 200 booking agents all over the country. And there is a staff of forty on duty to allot incoming bookings to the various coaches.

A telephone rings. "Three and a half on the 10.30 to Bournemouth, please." It is an agent in North London speaking. The message goes through to the clerk who deals with that particular route.

He fills in the order on separate forms in front of him for each coach and departure. Each form is ruled off according to the number of seats in that coach and he can see at a glance whether there is room or not before he gives a seat to the agent and makes the booking.

So the intending passenger, whether there is a seat or not when he rings up, if there is, it is a guaranteed seat and not sitting on a suitcase in a corridor.

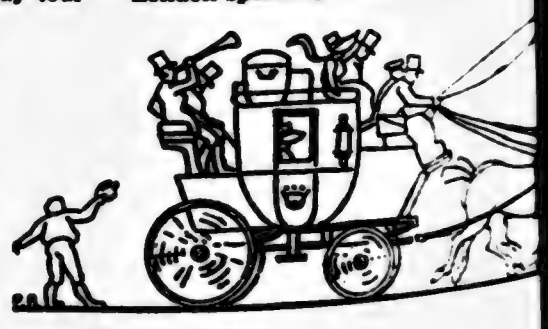
★ If a particular coach is booked up, the chart-room results a huge chart which covers the entire wall of the room and which tells at a glance what alternative coach lines run over this route and the number available.

A representative of each company working out of the station keeps a continual check on the rate of bookings on the clerks' forms. If the traffic on a certain route is "piling up" at a rate to justify it, he orders out relief coaches to see that there are always a number in reserve) to handle it.

All this is done in a few minutes. Everything works smoothly with the precision of a well-oiled machine.

To-day the coach operator caters for far more than mere short-distance inter-town journeys. Fine examples of long-distance organisation are the Scottish Motor Traction Company, which runs daily services from London, the Scottish Lowlands, even the Highlands.

Another is the line which runs half a dozen each-way daily services between London and Newcastle and the North East Coast.



The conductor sees to the luggage while passengers wait in comfort. Below: A chef prepares refreshments for the journey

tion the ADS

through to the clerk who deals with that particular route.

He fills in the order on the separate forms in front of him for each coach and departure time. It is ruled off according to the number of seats in that coach and he can see at a glance whether there is room or not before he gives his O.K. to the agent and makes the booking.

So the intending passenger knows whether there is a seat or not. If there is, it is a guaranteed seat. No sitting on a suitcase in a corridor!

★ If a particular coach is booked up, the clerk consults a huge chart which covers the entire wall of the room and which tells at a glance of alternative coach lines running on this route and the numbers available.

A representative of each company working out of the station keeps a continual check on the rate of bookings on the clerks' forms. If the traffic on a certain route is "building up" at a rate to justify it, he orders out relief coaches (of which there are always a number in reserve) to handle it.

All this is done in a matter of minutes. Everything works smoothly with the precision of a well-oiled machine.

To-day the coach operators cater for far more than mere coastal or inter-town journeys. Fine examples of long-distance organisation is the Scottish Motor Traction Company, which runs daily services to and from London, the Scottish cities and even the Highlands.

Another is the line which runs half a dozen each-way daily journeys between London and Newcastle and the North East Coast. A year ago it was said that the railways had beaten the long-distance coach competition and that the various restrictions by the Traffic Commissioners would kill this trade altogether.

In spite of that, however, this firm, with the courage and enterprise which seems to run throughout this industry, instead of scrapping vehicles and routes, actually refitted throughout with luxurious new super-coaches.

The directors gambled on the appeal which coach travel has solidly acquired with the public, especially the less-well-off. They explained their action something upon these lines:

"The bulk of our traffic is holidaymakers and people making pleasure visits to London. Their holiday by train commences when they step out of the train at the end of the journey. But it commences when they step *on board* the coach. To most of them road travel is a rare treat."

The company banked on this point and did everything to back it. They installed the best in new coaches and new ideas for passengers' comfort, and revised all their routes so as to go through beauty spots and similar interesting places even though the total mileage was increased.

And this courage and vision was rewarded. To-day this line runs nearly all its coaches to full capacity.

Some of these cach operators are ambitious enough to look even beyond British long-distance runs. This year several lines have taken their coaches abroad, running through France and Germany.

One all-in price has been quoted to each passenger, to include all hotels, food, and guide services. And the coaches have been fully booked up with passengers from the North and Midlands, a good many of them seeing the Continent for the first time in this trouble-free way.

One coach firm is actually planning tours to South Africa next year—"from Bradford to Capetown" sort of thing—taking over English coaches, but running special vehicles for the desert and tropical roads.

The industry has been very much alive to "tours," a form of service which the railways have hardly bothered to touch.

One West Country firm caters for the tradesman of small towns with five-day "all-in" tours of England, working out at about a guinea a day. Generally, this man does 80 per cent. of his trade between Friday night and Saturday night and he is seldom able to take the usual two or three weeks' holiday away from his business.

★ So the coach line picks him up on Sunday or Monday and brings him back for his trade rush on Friday night, refreshed by nearly a week's holiday, taken off in time that he could well spare.

The "fantail tour," immensely popular in the industrial North, is another such idea. Instead of running simply between two places like, say, Bradford and Torquay with holiday-makers, the same coach travels on to other places in the area, covering a lot of resorts and places during the tour, and keeping the original passengers together.

It is "poor man's motoring" and the tours have been jolly social affairs for many thousands. But the railways ran protesting to the Traffic Commissioners when these "fantail tours" began to boom, and now, it seems, these schemes are to be knocked on the head.

However the railways may protest against the damage done to their investments and business by the new industry, the fact remains that coaches have in a multitude of instances given a public service that the railways have declined to give.

The public appreciate all this service and they will refuse to surrender it to the opposition of other vested interests in transport.

But the coach services and road transport generally has won its place in the public's esteem only in face of constant and hardening opposition. And there is much apparent injustice in the attempts made to restrict or exploit it.

There are many examples.

Some local authorities, for instance, look with a greedy eye on the revenue possible from the coach stations which are springing up everywhere, and wherever they can they try to force the operators to use municipally owned property.

Recently one corporation told the local coach line that it intended to build a station in a certain part of its town. The firm said, "No, thank you. We have a more suitable site of our own."

Nevertheless, the corporation went ahead and built a station at a cost of £1,500 and then turned round and insisted that the coach line should take it over at a rent of £250 a year—which would have paid for the whole building in about six years.

★ The line refused. The corporation went before the Commissioners to compel the coach service to use this station. The Commissioners (for once) found for the coach company, and the verdict stood on appeal. So now the corporation has £1,500 worth of coach station that it doesn't know what to do with.

But similar actions against the coach operators, and there are scores a year, run up huge burdens in legal costs. One small operator recently had to spend £9,000 fighting for the continuance of his business against charges of "duplication" and such-like matters which are often worked up against them.

Often the Traffic Commissioners do not seem to be so generous in their attitude to road transport people as in the case mentioned above.

A few weeks ago a Scottish operator came up before the Commissioners. A year or two before he had embarked on carrying fish from Aberdeen to the great markets of central England like Bradford, Birmingham, Sheffield and Derby.

His freights were so low and his service so good that he was getting the bulk of the business from the Northern trawler owners. So much so that he brought in several small companies and put on a big fleet of vehicles.

But the Commissioners have put him out of business on the grounds, apparently, that the railways once had this traffic, and so they must have it back again at, presumably, their same old terms. So is progress maintained!

A combination of interests in Parliament, the local authorities and the railways do all in their power to impede the further development of road transport of passengers and goods. One subtle way of doing it is to refuse expenditure on secondary roads to make them suitable for coach and bus traffic.

The finest trunk roads are not much use for passenger transport unless there is easy access off them to outlying villages and towns. The coach lines would like to provide more "link" services from their express coaches which run along the main routes to the places which lie off these routes.

★ But the condition of these side roads and the arbitrary restrictions imposed on operation schedules prevent them from doing so. And that is the public's loss.

In spite of all the blind restrictions of the authorities and the antagonism of competing interests, Britain's biggest new industry will continue to develop It will do so because it does a job well and supplies a public need.

Steam drove the old-time coaches from the roads. Petrol has put them back again. And, it seems, they are going to stay—whatever steam may do. And, say the coach lines' twenty million customers, a good thing, too.

First of a Series of interviews with men who have made their mark in our leading cities

Fresh START at Forty!

says Mr. Gordon Selfridge in WHAT *London* HAS DONE FOR ME

WHEN Mr. Gordon Selfridge first announced his intention of starting business in London thirty-one years ago, there were many people who prophesied that he would burn his fingers.

There were some, indeed, who even hinted at complete failure. He was a stranger to this country, and though he had already achieved outstanding success in the United States, it did not follow that his methods would win through here.

But Mr. Selfridge turned a deaf ear to all the prophets and refused to be deterred by their dismal chantings. "What do you expect London will do for you?" they asked.

Heartened by the knowledge that actions speak louder than words, the store proprietor wasted no time in attempting to answer such critics. Instead, he went doggedly forward with the plans that had been forming in his mind for years.

For, like many Americans who have travelled, Mr. Selfridge had always been tremendously attracted to London. He felt that it offered infinite opportunities for a great progressive distributing house. His task was made easier by the fact that he liked London and Londoners.

It was in 1906 that he came over to England and founded the firm of Selfridge and Co., which opened its doors to the British public three years later.

"The first three years I spent in London," Mr. Selfridge admits, "were the hardest years of my life. I was a stranger in a strange land. Nowadays I find it difficult to look back and realise the nature of the many obstacles I had to overcome."

He knew little of the psychology of London. There were numerous details that he did not understand. It was not surprising, therefore, that some of his rivals prophesied an early failure of his new enterprise. But there was no real ill-feeling. It was rather the English distaste for innovations.

THE criticism levelled against Mr. Selfridge's new business ultimately proved valuable. His rivals overlooked the fact that enough of it makes publicity.

Members of the public became curious; people wanted to know what it was all about. They began to flock to his store. Once there, many of them were fascinated by the new and attractive methods of selling that were employed. They told their friends, and very soon business in Oxford Street was humming.

"Now it is all different," Mr. Selfridge says. "Our development has proved to be for the mutual advantage of all our neighbours.

"They used to make one big mistake. They thought that the household budget of the middle classes was fixed, and that it was no use tempting them to raise, say, 18 per cent. of their income, formerly spent on such goods as we sell, to 22 or 23 per cent.

"By inspiring the great public to look, and then, if they chose, to buy, we proved that such expenditure can be made to the mutual benefit of the public and manufacturer.

"We began to sell goods in an attractive way; we made the selling of goods interesting to the public, and our reward is not only our success, but the imitation of our friends and rivals and the reaction our methods have had in the United States."

His success has created in him a philosophy of business.

"The basis of all successful business management," he declares, "is to treat people who work for you, or rather with you, as you would reasonably like to be treated yourself."

The seed of that philosophy was sown when he was unjustly rebuked as a boy.

Here is what he says about his own staff:

"I think there is nothing more interesting than to take the raw material in the shape of a boy or a girl and to watch their minds growing and developing under the love of work. You see them earning promotion and taking day by day a greater pride in their position and in their duties.

"We are continually adding to the lower rungs of the ladder here. Our department buyers have nearly all earned their promotion by their loyalty and their ability—and so have our section managers.

"The same principle applies as a whole of this business—we never, if it is possible, fill a position of importance outside our own staff.

"But if one wants loyalty in business—the loyalty of one's fellow-workers—one has to be loyal to them.

"It may, perhaps, seem a small matter to some people, but I think it is a most important one—we do not call our people here 'employees.' We always refer to them as members of the organisation.

"Just as everybody does, or should, desire a certain dignity in his or her own household, so we try to give them a similar dignity here.

"AT the same time, of course, we have developed, as far as possible, security of tenure.

"I have found that what people want most in this world is justice and fairness, and I try my utmost to give it. The door of my office is open to every member of the staff, and everybody knows that he or she can come to me and state their case, and be sure of a fair hearing."

What of the boyhood struggles of this kindly magnate who is now so mindful of those whose feet are on the first rung of the ladder of success?

It is necessary to go back to Jackson, Michigan, to trace his early endeavours.

In that small American town, the family of Selfridge was, many years ago respected for its history. On one side of the family, many of its members had distinguished themselves as naval officers, and in the records at Washington more than one of their names is listed as having held the rank of admiral.

Seventy odd years ago there was born in this family a boy who was afterwards christened Gordon, and when he was yet an infant his father, who had fought on the Yankee side in the Civil War, died, leaving his widow practically penniless.

To maintain herself and the boy, Mrs. Selfridge taught in the local high school. Gordon was sent to a public board school in his home town, and, during the summer vacation, worked in a draper's shop as a junior check boy.

His job was to take the bills and the money to the cashier and bring back the change. For this he was paid six sil-

(*Continued on page 24*)

You can taste the Fruit in Rowntree's Gums & Pastilles

2D TUBE

3d. and 6d. packets or sold loose 6d. ½ lb.

Cov.6J.B.

Are you cleaning your teeth or **wearing them away?**

Although you must clean your teeth regularly, it *can* do as much harm as good. If the paste or powder you use is at all abrasive, you wear away that thin film of enamel which is Nature's only protection against decay.

And there are dentifrices so abrasive that Dentists can tell at a glance what you've been using.

Make sure about your present tooth paste. Compare it with one which dentists recognise as the finest and smoothest of all—Odol. Get a tube of Odol to-day (or send the coupon below for a sample tube free). Put them both to the Bite Test. Grind a little between your front teeth. If your present one seems to have the least sign of grittiness, don't take chances any longer.

It is just because it is so safe that dentists recommend Odol.

Odol can be obtained at Tooth Paste or Solid Dentifrice. There is also Odol Mouthwash and Odol Denture Powder.

Odol

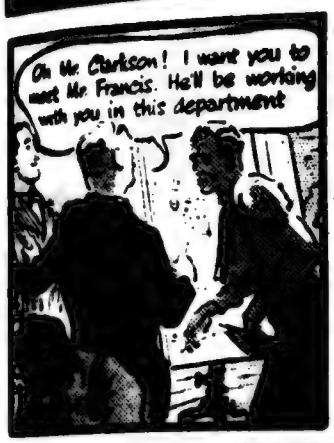
Free sample tube. *Post this coupon in unsealed envelope (½d. stamp) to Crosse & Blackwell (Dept. J.B.33), Norwich, for a free tube of Odol. This applies to Gt. Britain and Northern Ireland.*

Name .....

Address .....

He *di*
no
h
Oh Mr. Clarkson! I want you to meet Mr. Francis. He'll be working with you in this department
I AFFOR JOB
MRS. CLARKSON HAD BEEN NOTICING HOW HER HUSBAND WOKE TIRED EVERY MORNING— IT WORRIED HER... SHE DECIDED TO SEE A DOCTOR
SHE WENT TO THE
You see, doctor, my husband even wakes tire
That shows where the trou You see, breathi heart actions bu energy even whi sleep. Unless he energy during da course he wakes Night Starved, in Put your husb on to Horlicks
TEN HOURS LATER
Congratulations! Mr. Clarkson, we're making you head of our new department. Your work has been splendid lately
When you buy goods th in "John Bull"—you g
The "John Bull" Guarant

He *dared* not tell his wife!

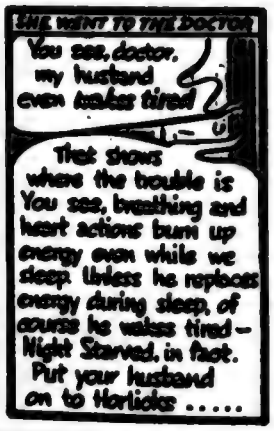


Wonder why they've hired that new man? There's no work for him unless they get rid of somebody..
THINKS
IT'S BOUND TO BE ME THEY SACK! I'VE BEEN SO TIRED LATELY

*

MRS. CLARKSON HAD BEEN NOTICING HOW HER HUSBAND WOKE TIRED EVERY MORNING— IT WORRIED HER... SHE DECIDED TO SEE A DOCTOR

*


SHE WENT TO THE DOCTOR
You see, doctor, my husband even wakes tired
That shows where the trouble is You see, breathing and heart actions burn up energy even while we sleep Unless he replaces energy during sleep, of course he wakes tired – Night Starved, in fact. Put your husband on to Horlicks .....

TWO MONTHS LATER
Congratulations! Mr. Clarkson we're making you head of our new department. Your work has been splendid lately

Does your husband wake tired?

WAKING TIRED reduces a man's brain-power and efficiency, he can't do his best work — it makes him feel uncertain! Remember Horlicks, a cupful last thing at night ensures the right kind of sleep — gives a man vitality and energy all day. Prices from 2/-. Mixer 6d. and 1/-.

HORLICKS
guards against
Night Starvation

When you buy goods that are advertised in "John Bull"—you get the Very Best!

The "John Bull" Guarantee appears on page 31.

PRECISION COOKING

—as easy as shelling peas!

"These peas ought to taste fair tender .... Wouldn't mind a bit of duck and green peas meself ... An' talkin' of duck reminds me I got a new cooker an' it don't half make things easy. Why you can't spoil the bloomin' dinner nohow."

"Straight?"

"S'fact ... Per ... Percision or somethink cooking! That's what they call it ... S'means that everything you cook turns out all right every time. You don't take no chances, see?"

"Go on!"

"S'fact! 'New World Cooker's' the name. You ought to get your Alf to speak to the landlord about it."

THE THREE FEATURES THAT MAKE PRECISION COOKING POSSIBLE

'Regulo' is the registered trade mark of Radiation Ltd.

For cottage or castle—there is no better gas cooker than the New World, with its three unique Radiation improvements; i.e., single oven burner, direct-bottom-flue-outlet, and the 'Regulo' Automatic heat control. These three together ensure perfect cooking, and are only obtainable with the New World Gas Cooker.

This Radiation 'Regulo' Cooking Timer enables you to time exactly any cooking operation. Bell rings at end of cooking time. Simple to use. Obtainable at Gas Showrooms.

NEW WORLD
REGULO-CONTROLLED PORCELAIN ENAMELLED
GAS COOKERS
SEE THEM AT YOUR GAS SHOWROOMS

Post under ½d. stamp

MADE BY Radiation

To Radiation Ltd., (Dept. S24/7),
164 Queen Victoria Street, E.C.4.

Please send me your free booklet, "Tasty Dishes".

Name.....

Address.....

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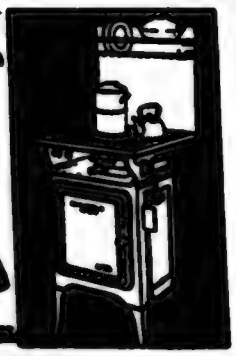
COUPON



WHAT LONDON HAS DONE FOR ME—Continued

This is my cereal!

says SHIRLEY TEMPLE

Star of "Stowaway"
A 20th Century-Fox Picture

Breakfast with Shirley Temple is delicious "Puffed" wheat! She loves these crisp, crunchy grains of ripe wheat. And this highly nourishing breakfast is just the thing that gives Shirley the tireless energy which keeps her always bubbling over with life and merriment! Your whole family will love it, too—try some tomorrow!

PUFFED WHEAT
TRY PUFFED RICE TOO

He might have been an Admiral!

Mr. Selfridge tries to serve his staff well, as well as the public

lings a week. He was only ten years old then.

Gordon was a very impressionable lad. In those days, boys starting work were subject to rebukes that were often unearned.

A merited pat on the back, on the other hand, builds up self-respect and confidence to an amazing degree, and the natural aptitudes of a young man develop unhampered.

Young Selfridge never forgot his early experiences in this respect, and in his youthful way vowed that if ever he was in the happy position of being an employer, he would see to it that the raw material of his new employees was not ruined in this way.

A little later the boy had a yearning to join the navy, for the sea was in his blood. Sympathising with him, his mother dispatched him to Annapolis, the United States Naval College, to be examined.

WITH him he carried recommendations of a Congressman. The doctor who examined him proclaimed his satisfaction with the lad's physical condition, but regretted that he could not pass him because he was half an inch too short. Thus the American Navy lost a possible admiral and young Gordon had to turn once more to the world of civil life.

When he was nearly twelve differences arose between the boy and his mother. Gordon was of the opinion that it would be better for him to go to work, since the family exchequer was in a bad way, while his mother wanted him to continue his education. In the end Gordon had his own way.

A few hours later he returned home elated, for he had obtained a berth in a small bank in Jackson. He had to start work on the Monday as a junior clerk at a salary of £4 a month.

For months he worked earnestly and hard. During this time he learned to appreciate the science of figures, and when he began to grasp the principles of banking an ambition to post the ledger obsessed him.

Now the cashier who was in charge of the ledgers had noticed young Selfridge's enthusiasm for his work, and as a reward invented a way by which the boy could post the ledger.

"If you go for a month without making a blot," he said, "you can post the ledger."

The proudest moment of his young life came when he earned that duty.

Two years afterwards he left the bank and took a job as book-keeper in a small factory. Opportunities for a young man here, however, were non-existent. So the ambitious youth looked elsewhere.

The security of a small town job was all very well, but what use was that to a young man with a burning desire to get on in the world?

One can appreciate, therefore, that when a friend told him that he could give him an introduction to the firm of Field, Leiter and Co., in Chicago, he sprang eagerly at the opportunity to face the big adventure of a great city even for a lower salary.

Having finally secured a job with Field, Leiter at a salary of £2 a week, young Gordon Selfridge found that with heavier expenses he had nothing to spare after he had paid for his food and lodgings.

His first duties with his new firm were in the basement of the wholesale house. Here he helped to look after the stock and assist with the books.

TIME passed, and young Selfridge remained stationary. For a while it seemed that he would never make a move. But despite this he had his eyes open, ever ready to grasp any opportunity.

Then came the time when the deputy manager was offered a job in a store in a Western mining town. Hearing of this, young Gordon went immediately to Mr. Field.

"I would like the deputy manager's job, sir," he said.

His courage was rewarded—he got the position. A year later he was appointed general salesman.

One day, while waiting for a bus, he saw an illustrated catalogue of one of the great Eastern houses. The pictures of their special features intrigued him.

They were something new in the business. It gave young Selfridge an idea.

"Why can't I go east and study their methods?" he asked the boss when he got back to Chicago.

The boss smiled.

"Why not take your holidays there?" he suggested.

"I'll do that," young Selfridge replied.

So enthusiastic was he over the venture, that at his own expense he visited the big stores in the East and in two weeks returned home full of new ideas.

Quick to see that he had in this young man somebody who would be a valuable asset to the firm, Mr. Field asked him if he would like to go to the retail department, which was in another part of the city, and learn the whole business

Young Selfridge jumped at the opp[ortunity.

Eighteen months of hard work a[nd] study were rewarded. He was appoi[nted] manager of that side of the organ[isa]tion. Ten years later he was sold [his] interest in the business. This [was] retained until 1903, when he decided [to] retire.

A period of idleness, however, convi[nced] him that his place was in business [life]. was the greatest of all games. This [time] was determined to come back—to c[ome] back in a novel way.

That "come-back" was his conq[uest] of London!

Mr. Selfridge has one strict rule [in] life. He forgets business when his o[ffice] door closes behind him at night.

"I like the relaxation of books," he [will] tell you, "of pleasant company, and [of] good entertainment. I am a bel[ieve]r in a sense of humour, and I refus[e to] take my office duties into my home [or] private life—but then I enjoy e[very] minute of business, for business is [to me] fun, a wonderful adventure, and [an] unending source of amusement [and] interest."

THE story of Gordon Selfridge's success in business here may be appropriately concluded with a personal message to all who feel ambitions stirring. "I believe London offers the greatest unworked field of opportunity in the world," he declares. "There is unlimited opportunity for the young man to-day.

"There are countless things to be done in London which are far better done than in any part of the world. And as London should become more and more the cultural capital of civilisation we must improve wherever we can in order to maintain this lead."

"The Greatest of These . . ."

Edward

EDWARD, whose pet name is "Teddy Bear," is described by his ex-Service dad as "a proper lad." He is three-and-a-bit, and was the baby of the family until three months ago when an infant was born.

Edward's mother was operated upon for appendicitis on August 5 and died the following day, leaving her husband with five children, the eldest aged thirteen.

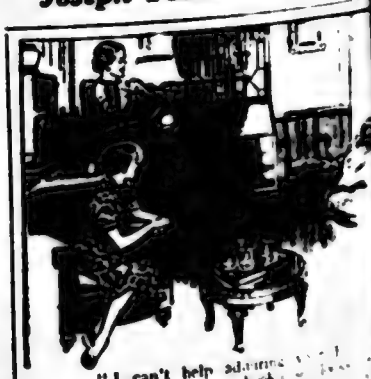
Edward's dad gives his mother three shillings a week out of his unemployment pay to look after the baby. He has not been able to get work since last February.

Before his mother's death, Edward was dangerously ill with pneumonia, and for seven weeks had to be watched day and night. If his daddy was absent for five minutes, Teddy was calling for him.

Teddy lived, but because of the expenses entailed by his illness, and his father's constant attendance on him, the death blow was struck to a small café his father had started for the support of his family, which had to be given up.

"Teddy," his father told us, "would break his heart away from me. When I go out I always have to take him with me."

Donations earmarked "Edward," or for the general fund, should be addressed to the Hon. Secretary, JOHN BULL War Sufferers' Fund, 93 Long Acre, London, W.C.2. Lists of subscriptions are kept at the office and a copy of the current week's will be sent on application.

Next Week: "What Manchester Has Done For Me," by the Lord Mayor, Alderman Joseph Toole.

"I can't help admiring [your] That mahogany look[s] lovely. Only Min Cream [gives] like that."
"You're right. I never [use] Min now for my French [polish]. It saves half the time [and] polishing so much more [quickly]."

THIS 6d. and 1/-
MIN CREAM
CHISWICK PRODUCTS LTD.

HINTS, TIPS *and* Useful Things to KNOW

by Molly Montague

IN 1670, the burghers of Munster, in Germany, were greatly plagued by vermin; and the High Court solemnly summoned the vermin to appear before it on a charge of disorderly conduct. As the culprits ignored the summons, they were found guilty and banished for ten years! The dread of banishment is very withering in its denunciations.

Of course, there ARE other, perhaps better, ways of dealing with household pests. At this time of the year most women are waging war against an invading air force of moths, mosquitoes, wasps and flies.

Perhaps the greatest of these annoyances are the moths; their silence enables them to get on with their "good work" in peace. The moth menace is on the increase. The reason for this is that most houses these days possess boilers, which means that they are warmer than they used to be, thus making the moths far more at home.

When furniture or carpets have been attacked by moth, there is a method of guarding against further damage, and that is to have the article concerned treated to a special baking process now in use. Most big furniture stores and upholsterers undertake this work fairly inexpensively; and it really is necessary to have it done, for other articles of furniture might easily become infected in the same way.

My Gift for the week is a remedy for Rheumatism, one of the most prevalent of modern ills.

There are liquids which can be safely sprayed upon all kinds of delicate fabrics, and even animals, and are a splendid preventive.

After the Holidays.

Returning fresh from a summer holiday is just the time to do little extra jobs. Tan shoes often look woebegone after a stay at the seaside. They soil easily and sometimes fade in parts to a lighter tan than the rest of the shoe. The best course is to wash the shoes in a solution of warm soda water, using a soft dry flannel with a little soap. Dry thoroughly in the air, then rub with the inside of a banana skin; afterwards polish all over with a dark tan polish. One can then again emerge in the shoes and finish the season without a blush of shame!

Somewhat disconsolately one reflects how soon the summer blooms will fade. But some of our gorgeous autumn leaves can be preserved to make a good winter stand-by. Choose branches of leaves that are fresh and free from insect holes. Buy some commercial glycerine, which is cheaper and better for the purpose than the medicinal kind, and half fill the vases in which you wish to place the leaves. Put in the branches and be sure that the glycerine is always at the same level. They last fresh a long time, and are excellent for table decoration when flowers are scarce.

Ants appear to be a terrible nuisance at this time of the year. Even when one can find the hole from which they come in the garden, many women detest the thought of pouring boiling water over any living thing. Prevention is really the best cure. Buy some pure carbolic acid and a camel's hair brush. Deal specially with the pantry, as it is food that attracts the insects. Take every article out and wipe with a damp cloth which has been dipped in a solution of carbolic acid and water. Wash the shelves and window-sill. Then dip the brush in the acid and smear along the edges of shelves and window frame, also on the ground at the side of the door. Paint in this manner for three days in succession, which drives the ants from the house entirely.

An Eternal Problem.

Living economically is a terrible problem to some people—like an unfortunate wife of a friend of mine who suffered from rheumatism. Her children going to school require a lot of attention, and money soon flies when a paid domestic help has to be employed continuously. Some few years ago she became troubled with Rheumatism, which, in spite of various treatments, steadily grew worse. Visits to expensive spas followed and all manner of ways of obtaining relief were tried unstintingly. So much so, that this young couple's income was considerably reduced. Beside this, the wife's condition, instead of improving, grew worse, and gradually developed into a chronic stage.

What a blight had descended upon that so happy home! Although doctors and specialists strove hard, the heroic little woman who had borne her harrowing burden with such fortitude, could obtain no alleviation even from their expert administrations. My friends, however, remained undaunted, and continued to try everything that held out hope of relief.

Then a chance acquaintance recommended a simple form of treatment that had many remarkable cases to its merit. With fresh hope the young people applied for a sample and a booklet describing the treatment, although it seemed that the simple little gelatine capsules which were contained in the sample could not possibly bring about results when all other forms of treatment had failed.

Success!

However, "as a drowning man clutches at a floating straw," the young wife, in desperation, commenced the treatment. After the first dose she was feeling better. In a fortnight there was a marked improvement in her condition. Within two months all sign of the supposed "incurable" complaint had entirely disappeared! Thus were the young husband's increasing financial sacrifices rewarded! Seeing the remarkable results obtained, I asked more about the treatment, and have recommended it personally to many friends who have themselves obtained benefit.

The treatment is marketed under the name of "Curicones," and has been available now for over 20 years, and has earned the praise of many eminent medical men, including a Harley Street specialist.

A Chance to Play the Good Samaritan.

Now if you yourself suffer from a rheumatic ill, or have a friend so afflicted, make use of my shopping coupon which I give below. Without delay, fill it in clearly with your name and address, or the name and address of your friend, and send it to me as directed on the coupon. Then I will arrange that you receive, free of all charge and post free, a wonderful trial supply of "Curicones." I will also arrange that this generous gift shall be accompanied by a splendid little booklet explaining the cause of rheumatic troubles. Act now, and bring relief, if not to yourself, at least to your friend.

If you don't seal the envelope, a halfpenny stamp is enough for the coupon. Good-bye for the present. MOLLY MONTAGUE.

To Molly Montague,
Dept. J.B.4,
19, Farringdon Street, E.C.4.

Please send free of charge the "Curicones" sample you offer.

Name .....

Address .....

.....

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(*Measure fullest part of seat.*)

Husband .....
(*State first and last names in full.*)

Name
Wife .....
If unmarried, please state age: ☐

Address .....

Town..... County.....

Occupation .....

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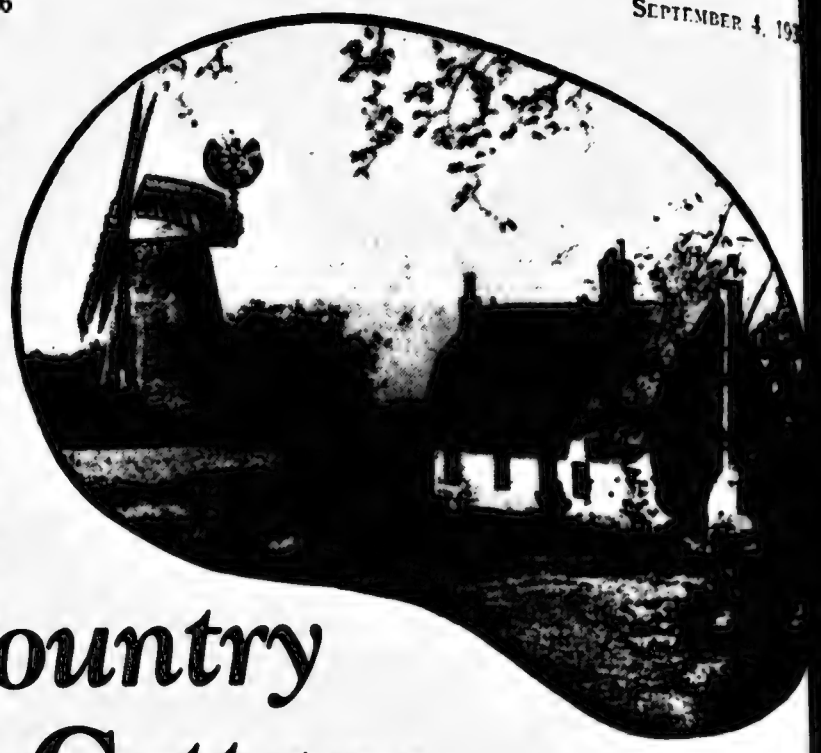


Country Cottage CRIME

All over the country, cot as pretty as this one are b let to week-end people a expense of the farm w

ALL over the country farm-workers are being driven from their cottages by townspeople requiring picturesque settings for their week-end cocktail parties.

The country cottage ramp, under which the 2s. and 3s. a week homes of farm labourers are being let to outsiders for as many guineas, has roused people of all classes to protest against a scandal that is largely responsible for the fact that 20,000 persons are migrating from the land every year: and this at a time when the cry is "to grow more food."

The Bishop of Chichester has condemned in no uncertain words "*the increasing appropriation of country cottages for the purpose of week-end residents.*"

Fear of air raids also is having its effect. Moneyed people in the "danger zones" are paying all kinds of fancy prices for old cottages to which their families could be sent in time of crisis.

The Dowager Duchess of Norfolk has written recently, "There is no doubt a class in this country that is simply at the mercy of the local authority. It is forced into council houses, with all the expenses, and, of course, the wages are insufficient under the circumstances."

When she blames the local authorities the Duchess has hit the nail on the head.

The landlord, to do him justice, is not always to blame in the first place. He is merely making the best of a situation that is forced on him by the local council's sanitary inspector.

This tape-bound official does not like sloping roofs, small windows and winding staircases. So he tells the landlord that he must make such-and-such structural alterations to his cottage or face a demolition order.

Realising that the alterations will cost him money, the landlord puts on his best suit of sackcloth and ashes, and with tears in his eyes tells the tenants that the council are compelling him to pull down their cottage and that they will have to get out.

So an old couple who have probably lived in the same cottage all their lives are moved into some brick box of a council house at double or three times the rent that they have been paying.

Instead of their old-world garden, which has been in cultivation for centuries and on which they depend for a considerable part of their subsistence, they are given a scrubby patch of land on which the builders have probably been mixing concrete for six months.

If the man is working they will struggle to pay 7s. or 8s. a week rent out of his 32s. or 33s. a week wage.

For old-age pensioners the only alternative is the workhouse.

Once the farm labourer tenant is out, the fun starts for the landlord.

He does the cottage up and either lets or sells it to a "week-ender."

As the market prices stand, almost any four-roomed "period" cottage, its original old beams generously supplemented by the owner with a supply of new ones dosed with floor stain, can command £500 to sell.

A greater crime still, and unfortunately a common one, is to knock two or three old cottages together and thus dispossess several entire families, so that some townsman may take his ease for two or three days a month.

The older people have no choice but to turn out of their old homes and accept the alternative accommodation offered; but more than 50,000 young men have left the country for the town in the last twelve years.

One of the main reasons is this lack of accommodation.

If a young countryman marries, he must either take his wife to live with his parents, because there will be no cottage available for him locally, or go to live with hers, an equally unsatisfactory alternative.

So off goes the young husband and finds a job in a town.

The question is complicated by the urgent need of thousands of additional cottages, as well as for the preservation of the old ones, *for the use of farm workers.* For, in spite of everything, there are still nearly 700,000 persons employed on the land.

The housing problem in towns is bad enough. Yet, of the 3,000,000 new houses that have been built since the war, only 35,000 are in agricultural parishes; and only about two-thirds of these are occupied by farm workers.

For, in addition to the "week-ender," modern transport conditions have enabled large numbers of city workers to live in the country, travelling backwards and forwards daily to their work.

While this is very nice and healthy for their families, very often it means the displacement of a farm labourer's family by another worker earning three or four times as much money and able to pay double the rent.

The recent report of the central Housing Advisory Committee on rural housing remarks that "high rents commanded by cottage property which is within reach of industrial centres" is one of the factors "which militate against the more extended use of the Acts."

Which is the committee's polite official way of saying that there is gross profiteering in cottage property.

Unfortunately, many local authorities instead of discouraging this form of profiteering are enjoying a rake-off themselves.

At a recent meeting of the Henley Rural District Council a member drew attention to the fact that hundreds of picturesque houses in the council's area at the village of Nettlebed had been taken over by townspeople who came to the district for week-ends. This had displaced a number of the working classes.

He commented that this was, of course, not altogether a bad tendency, as *large sums were spent on the houses and added rates obtained.*

In pointing out that the council were getting the benefit, he added that the rateable value of the district had increased by about £8,000 in the last few years, and that this was largely due to the coming of the town-dweller.

The most scandalous part about the whole situation is that the ejected farm workers are victims of the Housing (Rural Workers) Acts, which were specially framed to protect them.

For in most cases the local authorities, in whose hands the enforcement of these Acts has been left, are either too greedy for the local ra too indolent to take ad tage of the terms of Act in the interests of workers.

Under the Housing (R Workers) Acts, a land whose property has been conde may apply for a subsidy amount two-thirds of the cost of recond up to a maximum amount of £100 *vided that the dwelling reconditio these circumstances is let only to cultural workers at the rent curre the district.*

The local authorities can recondition the premises themselv

Although records show no sig compulsory purchase having been forced for this purpose, the allot of grants to landlords varies cons ably in different parts of the coun

While the Devon Co Council, for instance 1,446 grants under the Surrey County Council only 27; and while the ham Rural District Council made grants and Wantage made 74, Wyc R.D.C. made only seven.

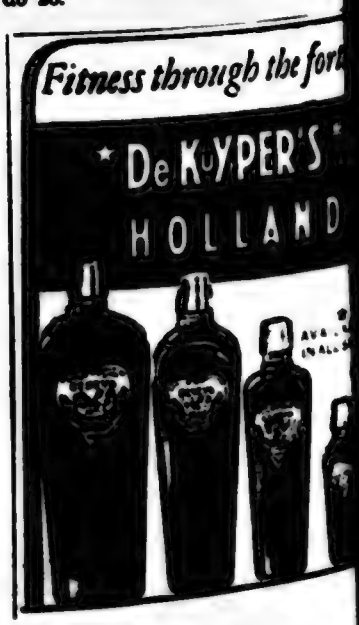
In despair at the inertia of the bodies, numbers of well-meaning p are privately subsidising the rec tioning of rural cottages.

But they can only touch the f of the problem.

The local authorities can stop scandal of the country cottage ra they want to.

If they refuse to use the powers were transmitted to them by Parlia for this purpose, then Parliament sh bring pressure to bear upon them do so.

Fitness through the for



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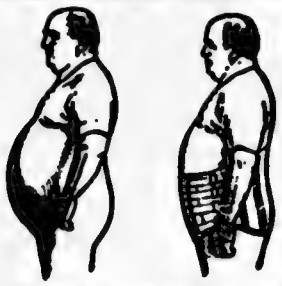

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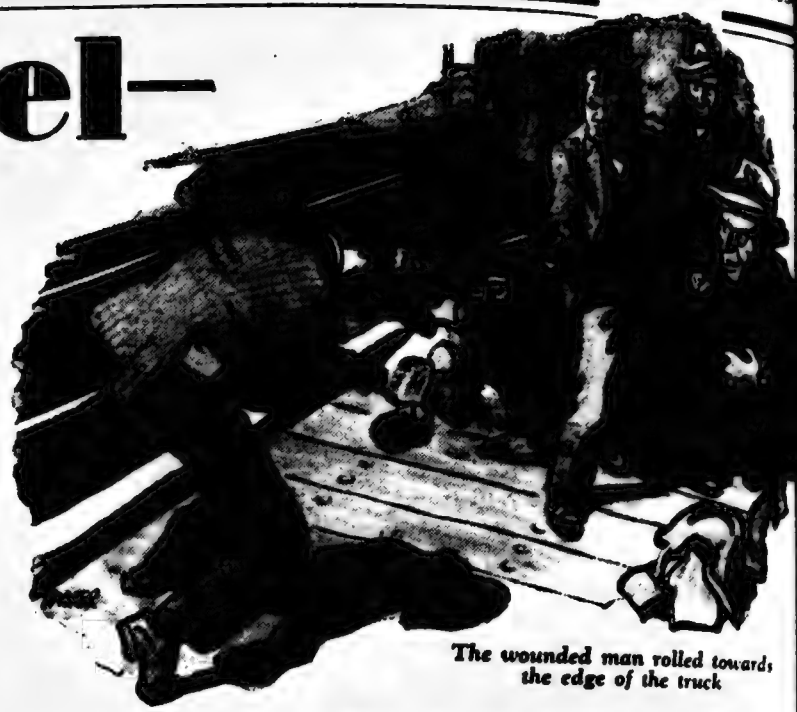

The wounded man rolled towards the edge of the truck

—by Moonlight

Conrad Phillips is visiting registered readers in their homes and retelling their big thrill. £5 5s. is paid for each story published. This week's story is from Registered Reader No. 317554, Mr. F. Miles, 105, Rodenhurst Road, S.W.4.

IN my youth I had a great flair for adventure. Among many exciting experiences I had was a period of tramping in the U.S.A.

I was little more than a kid when I went out there. After many ups and downs I finally landed in California, where I teamed up with another young fellow who called himself Red Kennedy.

I met Red in a little café on Main Street, Los Angeles.

He was a short, stiff youth, with blue eyes and ginger hair.

At that time labour conditions in Los Angeles were bad. You couldn't buy a job, and I was in the unhappy position of being down to my last five-dollar bill.

"How do you propose getting up there?" I asked Red.

"How d'ye think? Beat my way, of course," he replied.

When he had outlined the details of his plan to get North, I agreed to go along with him. Our plan was to hitch-hike to Bakersfield, and then grab a freighter there for a place called Fresno, near San Francisco.

The hitch-hiking was easy. We stopped a car on the outskirts of the city, and rode in comfort all the way to Bakersfield. We got there just as it was getting dusk, and went directly to the freight yards.

A few hundred yards up the line we encountered a bunch of hoboes sitting in a group, discussing their respective destinations. Among these fellows was a short, black-haired youth about twenty-two years old.

Red was obviously accustomed to meeting hoboes, for he approached the group with all the confidence in the world.

"How do, stiffs?" he said. I watched the men look up. In the eyes of most of them was a scowl that told me that Red wasn't as welcome as he imagined.

For a moment none of them spoke; then the dark youth glanced at Red and said, "How do yourself, mug and see how yer like it."

He had what they call out there a tough voice. It was cold and ruthless, and, as he spoke, his ugly bottom lip curled in contempt.

Red looked at me and winked. "I see," he said to the speaker, "you're just a wise guy."

◆

At this juncture we heard the "rattler" puffing up the grade. "Here she comes, boys," somebody said, and with that everybody jumped up and formed a single line down the track.

The night, I might add, was warm, with a full moon swimming in a cloudless sky, so that it was easy to select a flat car, which was always best to ride on. By the time the train reached Red and me it had gathered high speed, and it was with great difficulty that we swung on to it.

Red was just behind me. We had got on to a box car, which meant that we had to pass over several other cars to reach our destination.

Arrived at a flat car, we found the others lying on their bundles, with their faces upturned to the moon. The sinister-looking individual who had been so surly to Red was sitting in a posture like Rodin's "Thinker."

"I don't think I'm going to like that guy," Red said to me as we sat down.

For a quarter of an hour we rode through the night in silence. Most of the others had gone off to sleep. How they succeeded in doing so in such discomfort I don't know.

For my part I sat thinking of what would happen when I got to the end of the journey, for I wasn't very hopeful of getting a job.

The dark man was sitting in front of us, now leaning on his bundle and looking at the fields to the right of the railroad that were illuminated by the moonlight. From the way he moved about it was plain that he was uneasy.

"Hi, you," he called out to Red later, "where you going?"

There was an insolent tone in his voice which Red obviously resented.

"What's it to you?" he growled.

The other man swung round, and in the light of the moon his eyes blazed with fury.

"When I ask a civil question I want a civil reply, see?" he said.

"I ain't aiming at being civil to a mug like you," Red told him.

Red's face was white with temper now. The dark man got up and turned towards us.

"Say," he growled, "you looking for trouble?"

Red sat where he was, calm and confident.

"What do you think?" he queried, looking the other man up and down contemptuously.

By this time the others had roused up, and were looking menacingly over their shoulders at us.

"You ever thought about dying, feller?" the dark man asked casually.

"I always think of that," Red answered. Then, looking the other up and down, added, "What do you figure on doing about it?"

The others were on their feet now, swaying with the motion of the train. I got up, too, but Red remained where he was. I have never seen a man take such an ugly situation so calmly.

"You want trouble, eh?" the dark man hissed. At that moment his right hand went to his inside pocket. In a flash Red whipped out a gun.

"All right, stand where you are," he demanded through his teeth. "One move and I'll blow a hole in you."

◆

With amazing calm, Red stood covering the man. Then, turning to the others, he said, "That goes for you bohunks, too. Now get back—all of you."

"This ain't our quarrel," one of the men said.

"This punk ain't frightening me," the dark man added. "Tell him who I am, boys."

"He's Al—" one of the others attempted to say, but Red cut him short.

"Aw—what do I care who the sucker is?" Red said.

At that moment the dark man dived at Red. As he did so, a shot rang out. Red's assailant doubled up, groaned and swayed, and then collapsed into a limp heap on the floor of the truck. The train raced round a bend, the wounded man rolled towards the edge of the truck.

One of the other men went to save him. But he was too late. Seeing disappear all of us gasped in I looked at Red's blazing eyes. to believe that he had killed the ma

"Now you can all leave freighter," he demanded. Then ing to me, "that goes for you, too

Luckily, the train was approach grade and was slowing down. W greatest caution all of us got off did so I missed my footing, fa headlong on to the cinder track next thing I remembered was bein rounded by a bunch of men, some whom had ridden on the train w

◆

In the middle of them a tall, square-jawed man, w ing a wide-brimmed sombr

"You were this red-he guy's buddy, wasn't you?" he asked

I told him how I had met Red he didn't believe my story.

"Tell that to the Marines," he "Now get up and come along wi to headquarters."

The police there were more un standing. To them I explained whole associations with Red. W they had tried every possible w shake my story, they finally accep and let me go.

I learned afterwards that the Red had shot was a notorious gang He was wanted by nearly every St the Union. He did not die, how They found him unconscious at the line with a bullet in his shoulder.

Nothing more was heard of Re guess the police thanked him in hearts.

Soon after this episode I fell in job, which I kept until I returned England.

What's this

T T ?

T.T.? Stands for topping teas—the kind you when there's Pan Yan on the table! With fish or cheese Pan Yan is a grand appetiser. spicy flavour makes everything taste twice as And it's specially blended to stimulate the digestive organs. That's an *extra* good reason for remembering Pan Yan—you enjoy your food more and get more out of it. Whatever you have for have Pan Yan!

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Sweet Seventeen—but she thinks Caramello's sweeter.

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SPECIAL TO-DAY! Stewed Plums and Apples served with Shredded Wheat! No combination could be more delicious than this.

MADE BY THE SHREDDED WHEAT CO., LTD., WELWYN GARDEN CITY, HERTS.

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J.B. 1

CONFEDERATION PROPERTY TRUST LIMITED

Ashbourne

VAST Arctic UNDER Britain

In such caverns is kept a great proportion of our daily food, from beef and bananas to milk—and mutton

HIDDEN away in the frozen catacombs beneath our principal cities is 50,000,000 cubic feet of cold storage space, where men work day and night clad like Polar explorers.

If you imagine a cellar 8 feet high and 30 feet wide, stretching the 50-odd miles from London to Brighton, you get some idea of the enormous area involved.

Little does the passer-by suspect, as he goes along the street in the neighbourhood of the central markets and docks, that a miniature Arctic is constantly freezing under his very feet.

Yet, down there in deep frost-encrusted caverns lies a great proportion of our daily food, from beef to bananas, from pork to peaches, and fowl to fish.

Sometimes it is kept there for months until we are ready for it.

It is an inspiring thought that turkeys are there already in midsummer, frozen stiff with waiting for Christmas to come.

In fact, meat kept in cold storage at a temperature of from 15 to 18 degrees Fahrenheit never goes bad; and will remain in a palatable condition for periods up to six months.

Much of the meat which comes to us from abroad has already been kept in cold storage for several months in Australia, New Zealand or South America, while it is waiting its turn to comply with our quota regulations which control the quantities of our permissible imports.

Frozen lamb, too, may be safely cold-stored for six months, and frozen mutton for any period.

In actual practice, however, frozen meat seldom stays long in cold store, once it arrives here, owing mainly to the shortage of meat brought about by the quotas.

Great care is taken to prevent the meat from becoming unfrozen during its transfer from ship to store.

Lighters, lorries, and even the lifts and doors through which it is transported to the shore cold storage are all insulated with thick cork linings that exclude higher temperatures from the outside.

Inside the store, the temperature is not allowed to vary more than a degree one way or the other, and a log-book is kept, showing the temperature hour by hour.

If you could make a visit to a large London cold stores you would have your first taste of real Arctic weather.

Stepping out of the lift at the bottom of a shaft into a low whitewashed tunnel you would feel like remarking that winter had come, until the guide informed you that you were merely in an air-lock

By the time you had passed through this into a temperature of 16 degrees of frost, you would no longer have the breath to make any remark at all.

Standing there gasping, with the unaccustomed cold air stinging your lungs, and what felt like a Polar gale circulating round about your knees, your breath would freeze in a white mist, and cling to your hat in crisp hoar frost.

But the guide would tell you that the meat porters and others who work in these very cold temperatures are singularly free from disease.

Lung trouble is almost unknown among them, and they seldom contract influenza or even a common cold.

This is accounted for partly by the dry, cold atmosphere that speedily kills off so many of the harmful germs, and partly by the amount of exercise they get.

For they are always on the move, "not necessarily because they are working the whole time; but because one cannot stand about in such temperatures."

Information which your frozen feet would readily endorse!

One of the most curious features of the refrigerating business is the fact that the refrigerating agent, ammonia gas under pressure, is first heated to a very high temperature, and the contrast of the hot pressure cylinder and the frost-encrusted cooling pipe side by side in the generating room is almost uncanny.

Such diverse articles as eggs, butter, cheese are often cold-stored on the same premises.

Fish, owing to the smell, is kept separately; and any explorer feeling a bit home-sick for the North or South Pole could not do better than spend an hour or two daily in one of the stores near Billingsgate Market, where fish is kept hard-frozen for shipping at 29 degrees below freezing-point Fahrenheit.

Huge quantities of imported fruit are kept in cool storage at temperatures between 34 and 38 degrees.

During the first six months of this year more than three-quarters of a million tons of fruit, in addition to a little matter of ten and a half million bunches of bananas, passed through the cool storage vaults. This represents about £15,000,000.

Among other foodstuffs there were nearly £9,000,000 worth of lamb, and £5,000,000 worth of eggs.

But it is not only for the preservation of food that cold storage is used.

Fur dealers keep their stocks of fur in cold storage at a temperature just below freezing-point, and thousands of pounds of valuable furs are sent by their owners to spend the summer months in a cold store where neither moth nor other harmful insects can breed in them.

Some cold stores have chambers where motor-car engines can be tested at various temperatures below freezing-point, and most of the hospitals possess cool chambers where bacteriological specimens can be preserved in a somnolent state.

The theoretical side of cold storage is founded on the fact that there are three forms of deterioration in foodstuffs.

The first of these is the mould that shows green when the food starts to go bad. The second sort of deterioration is the growth of bacteria which thrive particularly well in milk, for instance, unless it is kept at the scientifically sustained temperature of round about 40 degrees Fahrenheit.

In the course of an interesting scientific test, specimens of milk were taken at different temperatures, each containing 1,200 bacteria per cubic centimetre.

They were then left for 18 hours to germinate at their initial temperature.

In a specimen at 43 degrees Fahrenheit it was found that the bacteria had only increased from 12,000 to 14,000 per cubic centimetre, a practically negligible rise; but at 65 degrees the number had increased to 550,000, and at 69 degrees to 6,750,000 per cubic centimetre.

The third form of deterioration is a sort of brown decay that sets in as soon as you cut an apple.

Scientists have ascertained that all these forms of deterioration have set in before they can be either seen or smelt, and are all harmful in that state to the human digestive system, although small quantities may be absorbed without serious ill-effects.

At the same time such harmful deterioration can be ensured against by keeping foodstuffs at their correct temperatures.

It has been ascertained that no serious deterioration can occur in food which is kept in a dry atmosphere that has a temperature of less than 50 degrees Fahrenheit.

But that, unfortunately for the housewife, can only apply to an ordinary domestic larder in this damp climate of ours during a very few days of the year.

UNWANTED FAT Safely Removed

Holiday food and lazy days in the sun though pleasant at the time, have their after effects. They often increase undesirable weight. Those unwanted rolls and ridges of fat are not only embarrassing—they can be positively unhealthy. You get breathless at the slightest exertion. You feel tired easily. You begin to look old. The best—and safest—thing you can do is to take Fynnon Salt before the trouble becomes serious. Fynnon Salt is unbeatable for fat as an enemy. Taken regularly, it removes fat attacks it quickly and naturally because it attacks the root of the trouble. A teaspoonful of Fynnon Salt in a glassful of water daily clears fat from the system. The waste matter right out of your system. The combination of Sodium, Potassium and the elements of Lithium—"Nature's Salts of the Earth"—in Fynnon Salt gives your liver the real culprit) a chance to work properly. Prevents the dread Uric Acid from crystallising in your blood—the first stage of Rheumatism. It's wonderful how your weight comes down after Fynnon Salt. 1/3 large tin at all chemists

"TITLE COMPETITION FORTNIGHT" your opportunity TO GET YOUR NEW LISSEN FREE!

Can you think of another title for the 'LISTEN!' picture reproduced below? Then you may win one of the 100 free radios offered during Lissen's "TITLE COMPETITION FORTNIGHT" which ends on September 18th.

All you have to do is to choose your new set from Lissen's wonderful range of models—models which again represent the year's greatest value-for-money in radio. The dealer from whom you buy your set will give you a "Title Competition" entry form. Fill this in with your suggested title, together with your name and address, and post it back to Lissen Ltd.

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13 GNS.
or £5 deposit and 18 monthly rentals of 16/8 or 12 monthly rentals of 23/9.
8319
£6·17·6
or £/10 deposit and 18 monthly rentals of 8/10 or 12 monthly rentals of 12/5.
8301 & 8306

MODEL 8319. is a 5-valve, 3-waveband, A.C. Mains Superhet. Not only will it give quality reception of the usual home and continental stations but real entertainment on the 19-50 metre short waveband. Every up-to-date refinement is incorporated, including Cathode Ray Tuning Indicator, fully delayed A.V.C. and Class B output valve providing exceptional volume. This set also features the LISSEN "MONOSCALE," a new exclusive Lissen tuning device, enabling stations to be tuned by means of a separate scale for each waveband. A turn of the control knob, and the scale of the required waveband *only* is brought into view.

MODEL 8301. 4-valve 2-waveband A.C. Mains Superhet. This new receiver represents the finest value in superhet radio ever offered and incorporates refinements usually found only in more expensive models. Walnut cabinet gives accurate tone response, and large dial ensures certainty of control. Delayed Automatic Volume Control; electro-magnetic Speaker with augmented bass response; Inductively Coupled Band-Pass Filter eliminates whistles and background noises.

MODEL 8306. 3-valve Band-Pass Receiver, Band-Pass tuning, automatic Grid-Bias from 120 v. H.T. Battery with only + and — connections. Walnut Cabinet as Model 8301. At its price of £5. 12s. 6d. complete with batteries, Model 8306 is the finest value offered in battery receivers today.

MODEL 8317. 5-valve 3-waveband A.C. Mains Superhet. Fully delayed A.V.C. and completely sprung anti-microphonic chassis mounting. Illuminated scale marked with station names on all wavebands. Highly sensitive and keen selectivity on all wavebands.

MODEL 8318 is the battery counterpart of Model 8317 and employs 4 valves.

FAILURE FOLLOWED RALPH

UNTIL HIS DENTIST GAVE HIM A TIP...

FOR MONTHS HE WENT ROUND WITH FAILURE AT HIS HEELS.
NO, I'M SORRY WE CAN DO NOTHING
THIRD TURN-DOWN THIS WEEK
UNTIL ONE DAY HIS DENTIST TOLD HIM —
MOST BAD BREATH COMES FROM DECAYING FOOD BETWEEN BADLY CLEANED TEETH. I ADVISE COLGATE DENTAL CREAM. IT'S SPECIAL PENETRATING FOAM REMOVES THESE ODOUR-BREEDING PARTICLES.
BAD BREATH GONE—A PERMANENT JOB NOW THANKS TO COLGATE'S!
I'M SURE I CAN MAKE A SUCCESS OF IT!
NO OTHER TOOTHPASTE EVER MADE MY TEETH SO BRIGHT AND CLEAN!
Now—NO BAD BREATH behind his SPARKLING SMILE!

MOST BAD BREATH BEGINS WITH THE TEETH

Tests prove that 76% of all people over the age of 17 have bad breath! And the same tests prove that most bad breath comes from improperly cleaned teeth. Colgate Dental Cream, because of its special penetrating foam, removes the cause—the decaying food deposits lodged between the teeth, along the gums, and all around the tongue.

And at the same time, Colgate's soft, safe polishing agent cleans and brightens the enamel gently yet thoroughly. The regular use of Colgate's makes the teeth sparkle—gives a new brilliance to your smile!

TWO SIZES 6d. *and* 1/-

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EVERY article advertised in "John Bull" carries with it a "money-back" guarantee:—

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Naturally this guarantee applies only to manufactured articles, but every care is taken to satisfy ourselves as to the bona-fides of all advertisements in "John Bull." Any complaint must reach us within one month from the appearance of the advertisement in "John Bull," and in the case of dispute the decision of our Managing Director shall be final.

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Post in ½d. unsealed envelope.

here *are* he Reckitt's ine Cubes?"

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HUMAN DOCUMENTS BY PHILIP INMAN

Is it just selfishness that makes her shudder at the thought of the empty chair?—(a film study)

IS Mother-Love SELFISH?

SOMEONE has said that no man can possibly understand the feelings of a woman. I am not so sure. After all, every man is the son of his mother, and from her he must inherit some of life's tender emotions. Let me confess, at any rate, that the lump was not far from the throat when I read the following letter:

I am a miner's wife with six young children, and I need hardly tell you that life is one continual struggle to make ends meet, for we have only 50s. a week coming in, and that has to keep eight of us.

Something has arisen, however, and I feel the advice of someone with your experience and understanding would be a godsend.

Our youngest boy is seven years old, a jolly little chap with a happy-go-lucky nature and very affectionate to "Mammy." My husband has a sister who has no family, and she and her husband are very comfortably off and they have a lovely home. They are both very attached to this youngest boy of ours. They took him away for his holidays in their car a month ago, and now they have written to ask if they can keep him for good. My husband says I am very selfish to deny him such a chance and I quite realise that there is no comparison between the two homes, although I work from early till late to keep things clean and comfy, but my makeshifts are legion.

I want to do what is right, but I keep on thinking of those big blue eyes and the little chest sticking out, when I am more tired or depressed than usual, and his favourite phrase, "Wait till I'm a man, Mammy."

I have faced troubles and household worries with my head up, but when it comes to seeing an empty place at table or in his bed I feel like going under. One point I must mention. Any toys he gets on holiday must be left there and not brought home for the others, and when I once asked if each boy couldn't have a week instead of one having four weeks, they wouldn't hear of it.

My feeling is that with all our struggle I can make fine men out of all our boys and that in later life they will each hold a worthy place. My husband says I let my heart rule my head. I am so anxious to know what you think.

◇◇◇ That husband may be right. His wife may allow her heart to rule her head. But all I can say in reply to that is that the world would indeed be a soulless place if we allowed reason to dominate all our feelings.

On the surface, the proposal of those "comfortably off" folk to adopt this boy has certain attractions. It also has definite drawbacks. Some of them are apparent now and others may come to light as time goes on.

Those relations, although they mean to be kind to the boy, may encourage him to be selfish and greedy. There is already a suspicion of that happening. They will not hear of his sharing his toys with his brothers nor will they allow those other children to have a chance of a holiday.

This mother, holding the high principles which she does, would bitterly regret parting with this lad if in later years she found that he had lost all those fine points which she has inculcated in him.

My summing up of the situation is that this woman does not mind how hard the struggle is so long as her family is happy and united. Take away that boy from her and life in the home would never be quite the same thing.

If that is the case, I am sure the offer should be kindly but regretfully declined, and I hope that the husband will share my admiration for a plucky woman and a wonderful mother.

Poverty and hardship are at the root of my next problem. In this case, too, they have caused a husband and wife not to see eye-to-eye together.

We have been happily married for nine years (says this woman), and we have two children, one eight and the other five. I have one of the best of husbands, yet for the last few weeks we have been awkward with one another because a difference of opinion has arisen between us. The reason is that he won't help me to give the children a day by the sea.

His wages are 36s. a week and he gives me 30s. But I told him that he ought to save a little out of his tobacco money so that we could have a day's excursion together. He says that he is entitled to his 5s. and that he intends to keep it for himself.

The children have never been to the sea, and I myself have only seen it once on an evening excursion some years ago.

I can't save much out of my housekeeping money, and so we would be glad if you would tell us which is wrong—my husband or me. We both agree that we will abide by your decision.

This woman, although not blessed with this world's goods, has many compensations. She has one of the best of husbands, two fine children and a happy home.

Many wealthy folk would give a great deal to have those priceless possessions. But I can understand her desire to give her children a little pleasure. And I am sure her husband is at one with her on that point. But I wonder if my correspondent has just gone about it the wrong way. It is so easy when one is keen on a project to act, shall we say, a little tactlessly. She may have assumed an attitude of more or less demanding some of that pocket money and that may have put her husband's back up.

There are some folk—especially men—who will be led but not driven. I feel sure that if the idea were put in a sympathetic way and his interest gained, he would be just as desirous as his wife for his children to have a day by the sea. I am glad to feel, however, that this problem is likely to be solved in another way. The publication of this letter will bring my reader a cheque for a guinea. I hope she may use it for the purpose in view.

I hope, too, that the difference of opinion between her and her husband will be removed and that the old happiness will be restored.

◇◇◇ These words were spoken recently by a London magistrate: "I am convinced that his hard circumstances made him do things that he would not ordinarily have done." That applies to many people. Listen to this letter:

My husband and I are thirty years of age and we have been married for eight years. Up to about six months ago we were comparatively happy, under the circumstances. I say under the circumstances because my husband only receives a very low wage.

This has compelled me to continue in factory employment to help us to get along, and during the lean years we have together suffered the hardships that a hand in hand with poverty due to per of unemployment. My husband has r peatedly tried and failed to secure better post, and in recent months h adopted a peculiar attitude towards m

He will not take me out, simply becau he has no money to spend on pleas and has on several occasions told me t try someone else who could give me better time.

I know he has in mind two men wi whom we are both friendly, and thou I have told him that I love him and ha no wish to act as he says, it doesn't see to be of any use. What would you adv me to do?

◇◇◇ This man feels that he is failure. And that leads to a sorts of strange and exagg rated notions. But this girl has o great weapon in her armoury.

She loves her man, and in the wor of the "Maid of the Mountains." "Lo will find a way." A man in his state ca be helped very greatly by encourag ment and cheerfulness. Treat his s gestion that she should go out w other men as ridiculous.

Don't argue or discuss or regard something not worth talking about. T to inspire him to keep on trying for th better position. Perseverance a patience must be her mottoes. If th husband can find more remunera employment—and with a betterment trade that should be possible—I beli this girl will find that her presen troubles will be at an end.

Send your private problem to "Humanist," at 93, Long Acre, London, W.C.2, enclosing stamped envelope. Letters sent to Mr. Inman at any other address cannot be dealt with. £1 1s. will be paid for each letter quoted.

A STAND-BY FOR STOMACH SUFFERERS

In these days of hurry and worry meals are often just squeezed in anyhow, and the ultimate digestive system does not get a chance to do its work. Trouble inevitably follows. Sometimes it only takes the form of passing discomfort. Sometimes it leads to the torture of ulceration.

When you cannot avoid this overloading upon the stomach, it is only fair to give it the aid it needs. This is best done by taking Stomach Powder. It keeps your stomach free from imperfectly digested food which causes inflammation and causes "wind." It neutralises harmful excess acid that attacks the lining of the stomach and causes ulceration. It helps in completing the process of digestion and keeps the stomach clean.

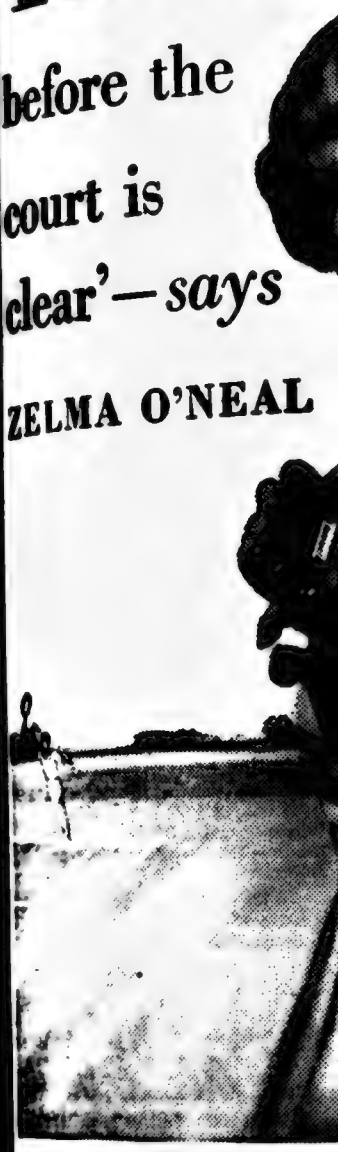
Many who have been freed from stomach disorders say they will never again be without a supply of Maclean Brand Stomach Powder. One of them, of Plumstead, writes:—

"There is no question about the value of Maclean Brand Stomach Powder. I know of one derives from Maclean Brand Stomach Powder. I keep a bottle at home, and another in the office, and on the least sign of any indigestion trouble I immediately have a dose, with most gratifying results.

You should follow his example. Get a bottle of the original MACLEAN BRAND Stomach Powder to-day at 1/3, 2/- or 3/-. Make sure it has the signature "ALEX. C. MACLEAN." Powder or Tablets.

'10 minu before the court is clear'—*says*

ZELMA O'NEAL



—'so *Mine's*

'Minors' are inexpen are a quality brand— and packed with the cigarettes. *And they*

De Resz M

In tins: 20 *for* 1/- ★ 60 *for* 2

FOR THAT LEISURED ½ HO

'10 minutes to wait before the court is clear'—*says* ZELMA O'NEAL

—'SO *Mine's a Minor!*'

'Minors' are inexpensive, but not 'cheap.' They are a quality brand—made of the same tobacco and packed with the same care as much dearer cigarettes. ***And they last the full 10 minutes.***

PLAIN, CORK OR 'IVORY' TIPPED

De Reszke MINORS

In tins: 30 *for* 1/- ★ 60 *for* 2/- ★ *In boxes:* 15 *for* 6D ★ 30 *for* 1/-

Issued by Godfrey Phillips Ltd

FOR THAT LEISURED ½ HOUR—DE RESZKE MAJORS, 20 for 1/-

BEAUTY *demands* OLIVE OIL *for the skin*
BATHED in that soft, gentle, deeply penetrating *Olive Oil* lather of Palmolive, the skin retains its youthful bloom, flawless and lovely. The age-long preference of women for olive oil as a beautifier has been strikingly endorsed by the unanimous verdict of 20,000 beauty specialists. Just soap and water washing with an olive oil soap—Palmolive—is, they say, the best, as well as the simplest of all treatments to preserve natural loveliness.
SHE'S SCHOOLGIRL COMPLEXION ALL OVER!
PALMOLIVE
3d per tablet

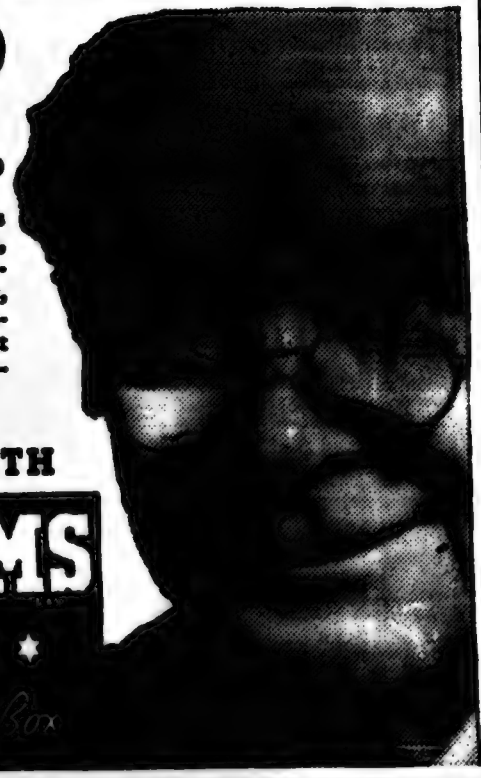
A word to the wise..

Anyone who has taken Beechams Brand Pills will tell you there's nothing so quick, certain and safe for sick headaches, liverishness, and indigestion. One dose relieves, and a course will overcome habitual constipation, obesity, skin spots, etc., without pain or upset. The family medicine—unchanged for 90 years.

Purely Vegetable *Sold Everywhere*

KEEP REGULAR WITH

BEECHAMS PILLS



Uric Acid in the Joints

WHEN YOU ARE rheumatic be quick to suspect the kidneys. Excess uric acid and other wastes left in the blood by weak or sluggish kidney action can easily lay you up for weeks. The joints may become stiff, painful and swollen, or you may have pains in the small of the back, bladder trouble, sciatica, swollen limbs or nerve pains. These symptoms will disappear when you have removed the cause by taking Doans Backache Kidney Pills. This time proved remedy acts specially upon the kidneys. Besides being antiseptic it stimulates and strengthens the kidneys and urinary system. The reports of thousands of grateful users of Doans Pills in all parts of the country prove their value for men and women alike. Why not avoid needless pain? Why not take Doans Pills, now?

Get rid of Kidney Troubles, Backache, Stiff Swollen Joints, Urinary Troubles, Disturbed Rest

Ask your Chemist, or

13 3/4 DOANS Backache Kidney Pills

BIG TWO FIXED PRICE FOOTBALL

The famous CHALLENGER LISTS

5 LEAGUES—NOTHING BARRED
4 to 1 six winners, 30 to 1 twelve winners

5 LEAGUES—NOTHING BARRED
5 to 1 six winners, 40 to 1 twelve winners

4 LEAGUES—NOTHING BARRED
6 to 1 six winners, 45 to 1 twelve winners

SPECIAL LIST 36 MATCHES
5 to 1 six winners, 200 to 1 twelve winners

LONG ODDS LIST, 80 TEAMS
14 to 1 six winners, 250 to 1 twelve winners

SHORT LIST, 9 MATCHES—odds up to 1000 to 1

SEND YOUR BETS IN BIG TWO for the ST. LEGER NO LIMIT

LETTER ORGANISERS BEARING A THREE STAMP

Please send me particulars of your service. I am over 21

Name

Address

JB 4/9/37

Town County

DAVID COPE

EVEN A BABY CAN'T KEEP ITS PAST A SECRET!

HAVING taken a child into my care, and being anxious to keep the unfortunate story of its birth secret, I was dismayed to be told all about the origin of the child by three different families in the street within forty-eight hours.

Apparently, the county health nurse in this village had been talking.—DISGUSTED, Bedfordshire.

Don't prejudge the nurse. Such an act would be against everything she has been taught. But tell the Bedfordshire County Council and press for an enquiry.

Road Pests

While motorists swear at cyclists and cyclists at motorists, may I, a horse-driver of long experience, regret that nobody has the courage to speak bluntly about pedestrians?

Even when the point-duty policeman gives me the signal to keep coming they continue to run in front of me. I have to pull poor old Dobbin on his haunches, rubbing skin and hair off in the process. They are always allowed to get away with it.—J. HOWARD, 12, Mayville Avenue, Stoneferry Road, Hull, Yorks.

New confirmation of our point that the real road pest exists in the ranks of all sections of road users.

All Alive O!

I went for my holidays to Great Yarmouth feeling sure I would have a feast of fresh herrings and kippers.

The only fish I got at meal times was tinned stuff.—W. CROSSLAND, 200, Nottingham Street, Sheffield.

A Yarmouth correspondent confirms that Japanese salmon at 3d. a tin enjoys a ready sale in Bloater Town.

Not So Lucky

I am the proud possessor of a wireless licence which will enable me to listen in for life for nothing.

Glasgow post-office has issued me a licence stamped: "Date of expiration, April 31, 1938." That date will never arrive.—D. BROWN, 50, Battlefield Road, Langside, Glasgow.

Says G.P.O.: "But the renewal reminder from the local post office will arrive without fail."

No What?

I call this the one real flaw in English spelling.

A farmer is sowing seed while his wife mends his Sunday trousers. How can you write down that they are both . . .? No, sewing is not the word.—E. STOREY, 33, Lime Avenue, Breadsall, Derby.

Like the teacher of languages who wanted to inform a pupil by post that there are three "tooze" in the English language, to, too and two—you can't.

Mighty Atoms

I am one of the 500,000 whom, you say in an article last week, are trying the great experiment of a Continental holiday.

Imagine my surprise, on trying to bring two tiny cacti in from France, to be told by Customs: "But you can't bring such things into this country without the permission of the French authorities and the British Ministry of Agriculture."

And you could have got them both in a match-box.—L. A. YAPP, Kensington High Street, W.

Exactly. Two "tiny cacti" might be responsible for a very big outbreak of Colorado beetle plague, which might cost our potato farmers millions.

Big Bump

A man I know was tested for deafness recently. The doctor engaged him in conversation while a 28-lb. weight was dropped behind him.

Because he neither started nor turned his head, he is being treated as a malingerer. May as well adjudge a blind man to be a fraud because he can't see the sun.—C. E. WELCH, 27, Taff Street, Porth, Rhondda.

Not at all. A deaf person would feel the dropping of such a weight and instinctively start or turn his head.

Crimson Ramblers

You may take this as true. It comes from a friend living in Berlin who is as trustworthy as a man can be.

Nurses who hear any anti-Nazi remarks made by patients in delirium make a practice of reporting them to the hospital authorities, who no doubt pass them on.—JAMES THORNTON, Seymour Street, N.W.1.

London anaesthetist comments on this that he has heard clergymen swear and Primrose League speaker shout "Up the Rebels" while in Never-Never Land.

On With Show

It disgusts me to read of stage folk who make fortunes with their productions, gamble the lot away, and then ... sympathetic encouragement from ... Press towards another gamble.

Let poor paterfamilias plunge ... his week's wages and leave the ... to scrounge next week's food and ... would they say then?—Miss V. REED, Bawtry Road, Sheffield 9.

Not a fair comparison. Good weather, bad weather, counter-attractions, hundred things can kill a brilliant ... For the producer another try ... another gamble. Why not wish ... well?

Cameras Do Lie

Let the Ministry of Transport ... motorists to take photographs of ... dangerous corners and bends.

From those received, it can pick ... worst. After that, the local authority ... should be given a time limit in which ... put matters right.—S. C. CHRISTY, Lancing, Worthing.

The police have already tried to ... dangerous driving by photographs, ... the question of angles arises. In ... it was decided that as far as traffic ... concerned, the camera was an inveterate liar.

Here's Gold

Told in Glasgow that England was a very inhospitable place, I arrived in London despondent, cynical and broke.

At the moment a Hoxton man is housing me for nothing till I get a job. A warehouse manager who couldn't give me a job has given me 10s. A Jewish lad has fitted me up with a ... waisted suit he has discarded. An Office counter clerk paid for my meal.—ANGUS, Post Restante, G.P.O., London.

Live and learn, Angus. London ... have written similar letters to us about their treatment in Aberdeen.

Write to John Bull About It—

We invite readers to write to us about any subject of public interest, bringing us in touch with the world as they see it.

Letters should be as brief, forceful and topical as may be.

Half-a-guinea will be paid for each letter published. Envelopes, marked "John Bull Bag," should be addressed to "John Bull," 93, Long Acre, London, W.C.2.

FOOTBALL SELECTIONS

By Our Expert. *Matches Played September 4.*

FIRST DIVISION.

(1) L'v'rpool v. Ch'rl't'n.
*(2) Man. C. v. L'c's't'r.
(3) M'd'sbro. v. Stoke.
(4) W.B. Albion v. Chelsea.
(5) Arsenal v. Wolves.
(6) B'rm'ngh'm v. P'rtsm'th.
(7) Blackp'l v. Everton.
*(8) Br'mf'd v. H'd'rsf'ld.
(9) Derby v. S'nd'rl'nd.
(10) Grimsby v. Bolton.
(11) Leeds v. Preston.

NORTHERN SECTION.

(1) Southport v. D'nc'st'r.
(2) Tranmere v. Chester.
(3) Wrexham v. N. Brighton.
(4) York v. R'th'rham.
(5) Barrow v. Gateshead.
*(6) Bradford C. v. R'chd'le.
(7) Carlisle v. Lincoln.
(8) Crewe v. Oldham.
(9) Halifax v. Accrington.
(10) Hartlepools v. Hull.
**(11) P. Vale v. D'rl'ngt'n.

SECOND DIVISION.

(1) N'c'stle v. Sheff. U.
(2) Forest v. Spurs.
**(3) Sheff. W. v. Swansea.
(4) Soton v. Villa.
**(5) W. Ham v. Bradford.
(6) Barnsley v. Bl'kp'rt.
(7) Blackb'rn v. Norwich.
(8) Bury v. Plymouth.
(9) Coventry v. Burnley.
*(10) Fulham v. Ch'st'rf'ld.
(11) Luton v. Man. U.

SCOTTISH LEAGUE.—Div. I.

*(1) St. J'hst'n v. Morton.
(2) Mirren v. Queen's P.
(3) Lanark v. Aberdeen.
(4) Ayr v. Clyde.
**(5) Celtic v. Hamilton.
*(6) Dundee v. Queen of S.
(7) Falkirk v. Hearts.
(8) Kilm. v. Kilmarnock.
(9) R'th'rw'll v. Rangers.
(10) Partick v. Arbroath.

SOUTHERN SECTION.

(1) Exeter v. Bristol C.
(2) Gillingham v. Watford.
(3) Millwall v. Palace.
**(4) N'rth'm't'n v. Torquay.
(5) Swindon v. Newport.
(6) Walsall v. Orient.
(7) Aldershot v. Notts.
(8) Boscombe v. Q.P. R'ng'rs.
(9) Brighton v. Reading.
(10) Bristol R. v. M'nsf'ld.
(11) Cardiff v. Southend.

SCOTTISH LEAGUE.—Div. II.

(1) Edinbro' v. E. Fife.
(2) King's P. v. Brechin.
(3) Montrose v. Leith.
(4) Raith v. Airdrie.
**(5) St. Bernard's v. Forfar.
(6) Albion v. C'd'nb'th.
(7) Alloa v. Stenh'sm'r.
(8) D'mb'rt'n v. Dundee U.
(9) D'nf'rml'ne v. E. Stirl.

SPECIAL STAR CODE.—As injuries to players and consequent alterations in teams may affect the chances of different clubs, we shall publish last-minute JOHN BULL selections in code in the *Daily Herald* and *Sporting Life* each Friday morning. Example Code.—Div. I.—8 (*H*); Southern Section—7 (*A*); Scottish League—Div. I.—5 (*H*) would indicate Brentford, Notts and Celtic.

Race with "Silver Ring"

LONG-SHOTS

CAMBRIDGESHIRE and Cesarewitch double is the big racing problem of the moment.

Weights are just out and for those of a modest 5s. a small fortune may be made—if one happens to pick the right horses.

The Ebor indicated pretty plainly that once again Capt. Boyd-Rochfort's [illegible] will probably win the Cesarewitch.

With a little further to go Dyctchley would have beaten Woodlarkstead.

Boyd-Rochfort has Dyctchley, Theatre-worth, Signature and Black Domino for the long-distance race at Newmarket. The two best may be Dyctchley and Signature.

My selection for the Cambridgeshire: Spot Barred.

Corofin may win the Prince Edward Handicap at Manchester this week, and Phileas looks best for the two-year-old test at Folkestone.

"SILVER RING'S" CODE

The Code for this week is as follows. It covers the racing from Thursday, September 2, to Wednesday, September 8.

X Z Q C 93 B 94 M S R P O 96 T 97 L H J I 95 E D K U W A N 92

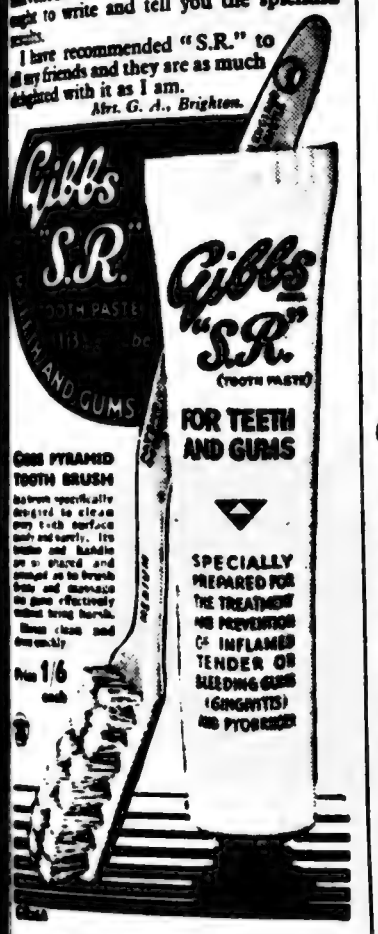
In place of the letters or figures specified in the *Sporting Life* and *Daily Herald* read those above or below as the case may be. Example:

8939BFKQ93W would read KINGSTON.

Where a double letter occurs in the name of a horse the figure 2 is substituted. OJQ93Z2 would read ACHILLES.

"My Dentist said I was a WONDERFUL ADVERTISEMENT" for GIBBS "S.R." TOOTH PASTE"

Dear Sirs,
A few months ago I visited my dentist as all my teeth ached and the gums were bleeding badly. He said my gums were receding and in a very poor condition and I should have to have several teeth out. I told him I would wait a month or so before having them out, and after having read your advertisement about "S.R." Tooth Paste ! gave it a trial.
Every night and morning I massaged my gums well with it and never missed cleaning my teeth after meals. Last week I plucked up courage to see my Dentist. He was amazed when he saw my teeth—he said the gums were perfectly healthy and there was only one tooth to be extracted. I told him about "S.R." and he said I was a marvellous advertisement for it and I really ought to write and tell you the splendid results.
I have recommended "S.R." to all my friends and they are as much delighted with it as I am.
Mrs. G. A., Brighton.



GIVE A FACE POWDER PARTY *at your home*

Face Powder that shows is now forbidden in Hollywood among the great cinema stars.

OLGA VELBRIA
Coming Cinema Star

NO matter what colour face powder you use, it may be the wrong colour for you. A certain blonde may look far better by using a brunette powder, and a brunette by using a blonde powder. The only certain way to know is by trying one colour on one side of your face and another colour on the other side. Let us send you free a special box of powder and six packages of different colours and try them alone or with a few of your friends and see what a difference it makes. Also find out your lucky colour number.
Poudre Tokalon mousse of cream powder is made in new and strikingly beautiful colours to suit every complexion. It is air-floated, invisible and waterproof. Daily newspapers said that two American girls in the Olympic swimming contest, who used waterproof "make-up" had immaculate complexions even after immersion. Send 3d. in stamps to cover cost of postage, packing and other expenses, and we will send you free a special box of Poudre Tokalon and six packages of different colours. Also Crème Tokalon Skinfoods for both day and night use. Or, if you wish to send 6d., we will send you in addition to the above, three special size Vitamin Love Lipsticks of different colours, so that the colour of your lips will blend with your complexion. (State colour of powder and lipstick you usually use). Address: Tokalon Ltd. (Dept. 222C), Chase Road, London, N.W.10. Poudre Tokalon is sold everywhere at 6d. and 1/- per box.

STOP your RUPTURE Worries!

Why endure Rupture when you can be fit and active in a few days from now? Whatever your age or sex, whatever you have tried, we know the famous **Brooks Rupture Appliance** will STOP your worries for good—pleasantly, instantly and painlessly, in the privacy of your home, without interfering with work or pleasure! It's dangerous to neglect your Rupture. Don't wear a useless, old-fashioned truss. Instead, enjoy the comfort and security that only **Brooks** can offer—lead an active life, knowing that your **Brooks** is healing as well as holding. Feather-light, invisible, durable, yet really **CHEAP IN PRICE.** 3,200 doctors recommend Brooks. You owe it to yourself and family to find out about this proved invention. Avoid dangerous risks. Act now. Overcome your Rupture. Find out how you may **TRY A BROOKS AT OUR EXPENSE.** Send for free book now (sent in plain sealed envelope), and stop your rupture worries for ever!

COUPON for FREE BOOK

(Post to either London or Manchester)

BROOKS APPLIANCE CO., LTD.
(B39L), 80, Chancery Lane, London, W.C.2.
(B39L), Hilton Chambers, Hilton Street, Stevenson Square, Manchester, 1.

Please send me by post in plain wrapper your Illustrated Book and full information about your Appliance for the Cure of Rupture and your **10 DAYS' FREE TRIAL OFFER.**

Name .....
Address .....
(Please write plainly) .....
—Cut out and Post—TO-DAY—

THERE ARE BARGAINS WORTH HAVING IN "JOHN BULL'S" SHOP WINDOW ON PAGES 2 & 3.

WAKE UP YOUR LIVER BILE

without Calomel—and you'll jump out of bed in the morning full of vim and vigour

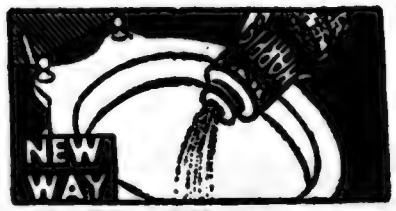
The liver should pour out two pints of liquid bile into your system daily. If this bile is not flowing freely, your food doesn't digest. It just decays in the bowels. Gas bloats up your stomach. You get constipated. Your whole system is poisoned, and you feel sour, sunk, and the world looks punk.
Laxatives help a little, but a mere bowel movement doesn't get at the cause. It takes those good old Carter's Brand Little Liver Pills to get these two pints of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making the bile flow freely. Ask for Carter's Brand Little Liver Pills. Stubbornly refuse anything else. 1.3d. and 2/-.

You buy with CONFIDENCE when you buy through "JOHN BULL"

The "John Bull" Guarantee appears on page 31

Are you only half-cleaning your lavatory?

ONLY HALF-CLEAN. No amount of unpleasant brush-work can ever reach round the hidden bend in the pipe. Not disinfected or deodorized.



COMPLETELY CLEAN. Harpic sweeps right round the bend in the pipe—cleans completely. Disinfects thoroughly. Deodorises, too.

HARPIC
Cleans Completely! Disinfects! Deodorises!

HARPIC MFG. CO. LTD., HULL AND LONDON

GRAVES BEATS THE WORLD FOR QUALITY AND VALUE

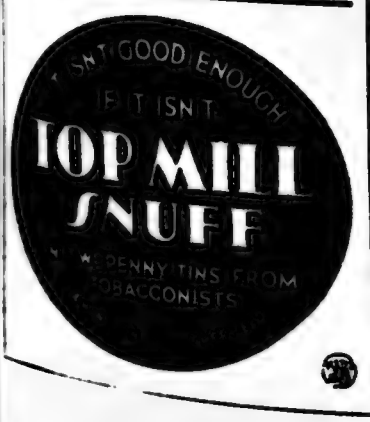
5/6 per month (less than 3½d. a day) buys the Graves "PLUSHET" Cycle with Middleweight Saddle, Coventry Chain, Dunlop Tyres, Chrome Plate, Raised or Drop Handlebars, Ladies' or Gent's with Accessories. Carr Paid £4:12:6 or 5/6 monthly. Hire charges for Easy Terms. With Sturmey Archer Three-Speed Gear £5:12:6 Terms 6/11 monthly. Write for Catalogue Free. Ladies', Men's, Juveniles & Tandems. Roadsters, Racers, Club Models.
J. B. GRAVES Ltd., SHEFFIELD

RHEUMATISM
NEEDLESS SUFFERING

"Uroxo brand tablets have relieved my rheumatism more than anything I have tried."—Nurse ..... Chesterfield. Free sample from Newbery & Phillips Ltd., 53B, Banner Street, London, E.C.1. From your chemist, 1/3 and 3/-.

Take **Elasto** Regd. *for all*
CIRCULATORY TROUBLES

★ A GENEROUS Sample of a remedy for all circulatory disorders is offered on the Back Cover. A free booklet explaining all about this remedy and how it assists in restoring elasticity to relaxed and devitalised veins will also be sent to those who fill in the Special Coupon.



£1,500 PRIZES VALUE CASH AND UNLIMITED SURPRISE AWARDS MUST BE WON for "JOHN BULL'S" X-WORD!

£2 WEEKLY and FOR LIFE
£750 Cash
£250 HUGE PRIZE BETWEEN RUNNERS-UP
THIS WEEK ONLY
UNLIMITED SURPRISE AWARDS
To each sender of entry containing only one less meritorious Answer than Runners-up we shall forward a Special Surprise Award—to be posted simultaneously with the publication of winning Square in "John Bull"

UP with a giant leap again goes the prize-money in JOHN BULL'S common-sense Cross-words. Here, within your reach for a few days only, is the Greatest Crossword Opportunity of To-day!

Beat all your rivals and yours will be the enormously increased 2 in 1 First Prize of £2 Weekly for Life and a fortune of £750 in solid cash, or, if you prefer it, one huge lump sum of £1,250.

The splendid sum of £250 is to be shared by Runners-up in this Contest and unlimited Surprise Awards are waiting for senders of next best Squares. If you want a place amongst the winners in this magnificent Offer, make sure that your entry reaches JOHN BULL by Saturday, September 11.

CLUES ACROSS.

1. Of which most drapers stock a fair variety
4. Must have keen heads for money matters
7. Food is cooked in this
8. Hair of sheep
9. Often comes in useful when managing youngster
10. Part of the foot
12. It's important to watch when racing
14. Ill-chosen one may affect diplomat's progress
15. Not many
16. Newspaper artist has to work with
17. Usually conspicuous
19. Used for making tea in large quantities
22. Worries continually
24. Considerate boss gives this to his workers
26. Stage-plays are divided into these
29. Perceive
30. Alarming trick is sometimes carried out with one
31. Sometimes seen running alongside railway

CLUES DOWN.

1. Big one may be of use to farmer
2. After a slipshod turn audience may appreciate one which is this
3. At end of garden
4. Convulsive draw(s) of breath
5. Male voice in Alice
6. Results of this may be awaited with interest
8. Helps make good meal
11. At an end
13. Although coming from good source this may prove worthless
15. Trapper won't get unless he understands ways of animals
16. Sinking one may cause some trouble
18. It's unwise to have five at the same time
19. United States of America
20. Butterfly is likely to be attracted by
21. Consumed
23. Prefix meaning against
25. Exchange for money
27. You will be annoyed if one disturbs your night's rest
28. Begins softly

READ THESE RULES CAREFULLY

1.—Complete puzzle in ordinary ink, not copying-ink or copying-ink pencil, cut out the whole Entry Form whether both puzzle squares are used or not. Entry-fee for one coupon (two squares) is SIXPENCE. For two coupons (four squares) send ONE SHILLING. For three coupons (six squares) send ONE SHILLING AND SIXPENCE. For four coupons (eight squares) send TWO SHILLINGS. Make Postal Order payable to Odhams Press Ltd., and cross it "& Co."; write name and address and date of posting on back of P.O., and fill in the number upon Entry Form; Entry Form to be posted as directed (not delivered by hand), to reach us not later than Saturday, September 11.

2.—In addition to four sixpenny Entry Forms from "John Bull" each entrant may submit FOUR EXTRA SIXPENNY ENTRY FORMS, provided these are taken from "John Bull's" free weekly "Crossword Gazette," obtainable as instructed on page 39 or any other announcement of this Competition. Thus each entrant is limited to 8 Entry Forms (16 squares in all) and Entry-fee of 4s.

Should any single letter square be left blank, contain a letter which is not clear, or altered, or not given in ink, the corresponding properly indicated letter on adjoining Entry-square will be regarded as Entrant's intended letter for both Entry-squares. If entrant's answer cannot be so decided or such flaws occur in more than one letter square, entry-square concerned will be disqualified, as will any mutilated coupon.

No responsibility is accepted for any entry lost, delayed, not delivered, or mi-laid, and no correspondence will be entered into.

3.—Winner and winning Puzzle Square will appear in "John Bull" on sale Thursday, September 23. Should any competitor not announced as a winner believe that he entered a coupon eligible for a share of the First Prize he must demand a scrutiny by first post, Tuesday, September 28, in accordance with the directions given with result and enclosing £1 Scrutiny Fee. Any such scrutiny which may amend the result must be accepted as final. No scrutiny can be conducted in connection with the Runners-up Prize or Surprise Awards. Accordingly, entries are accepted only on condition that the result of our double adjudication establishing these winners is regarded as final. Merit is established according to the total number of Answers to Clues, both Across and Down, which agree with the winning Puzzle Square.

4.—Should the First Prize be shared, £1,250 Cash will be paid instead of the Two-in-One Award.

5.—Failure to comply with any of the Rules and Conditions involves disqualification.

6.—Employees of Odhams Press Ltd. and members of their families are not eligible to compete.

TERMS AND CONDITIONS ON PAGE 38

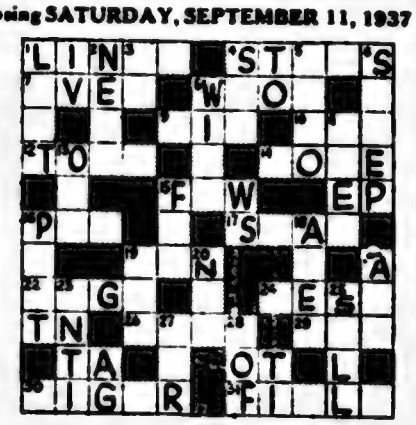
X-WORD No. 7

Result on page

The Adjudicators Committee decided that most apt and accurate Answers used by competitors were those given in the Square above.

Reasons for Committee's findings will appear in next week's "Crossword Gazette." Secure your free copy by using reserved coupon on page 39

"JOHN BULL" CROSSWORD No. 77. Closing SATURDAY, SEPTEMBER 11, 1937



In entering this Competition, I agree to abide by the rules and conditions as final in all matters and I enclose

P.O. Value.....

No. .....

ENTRY FEE for 2 Squares 6d.

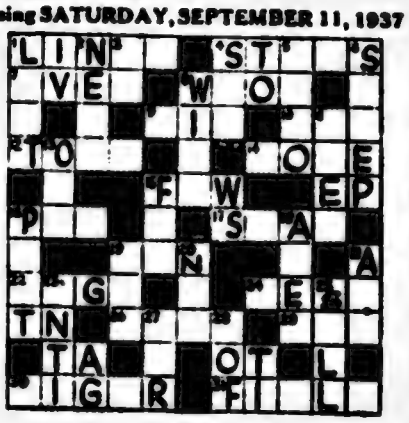
SIGNED .....

ADDRESS .....

.....

CUT ROUND THESE BROKEN LINES

"JOHN BULL" CROSSWORD No. 77. Closing SATURDAY, SEPTEMBER 11, 1937



In entering this Competition, I agree to abide by the rules and conditions as final in all matters and I enclose

P.O. Value.....

No. .....

ENTRY FEE for 4 Squares 1s.

SIGNED .....

ADDRESS .....

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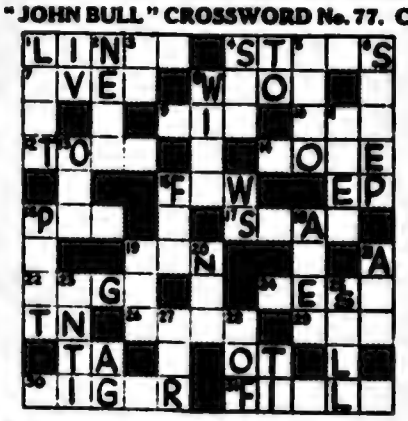
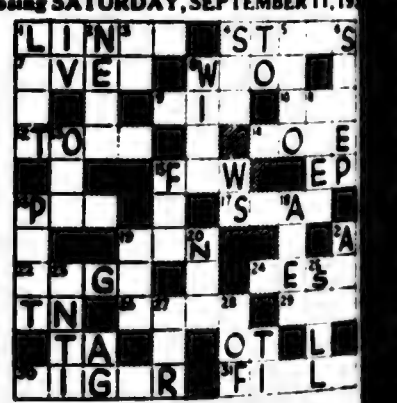
"JOHN BULL" CROSSWORD No. 77. Closing SATURDAY, SEPTEMBER 11, 19





In entering this Competition, I agree to abide by the rules and conditions as final in all matters and I enclose

P.O. Value.....

No. .....

ENTRY FEE for 6 Squares 1s. 6d.

SIGNED .....

ADDRESS .....

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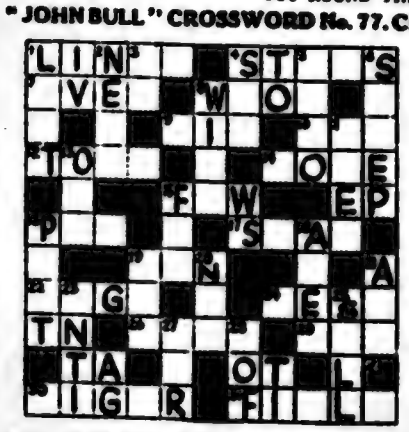
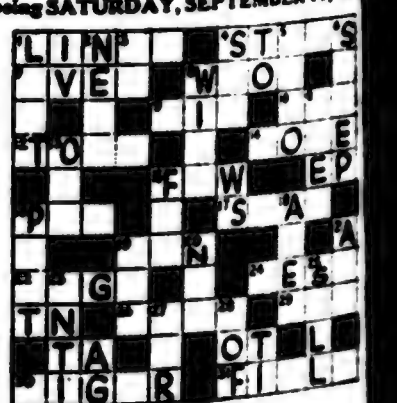
CUT ROUND THESE BROKEN LINES

"JOHN BULL" CROSSWORD No. 77. Closing SATURDAY, SEPTEMBER 11, 19





In entering this Competition, I agree to abide by the rules and conditions as final in all matters and I enclose

P.O. Value.....

No. .....

ENTRY FEE for 8 Squares 2s.

SIGNED .....

ADDRESS .....

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ADDRESS ENTRY: CROSSWORD No. 77, "JOHN BULL," 57, LONG ACRE, LONDON, W.C.2. (Comp.)

NEWSAGENT'S PRIZE A special prize of £5 will be awarded to the Newsagent from whose bill a competitor's First Prize winner usually purchases his copy of "JOHN BULL." Should the First Prize be shared the £5 will be divided between shares' Newsagents.

THE EDITOR LAUGHS LAST

G. B. (Norwich).—"The advantage of owning a car is that you may rely upon it keeping you out in the open air at week ends." Quite!

"They've 'ad yer bait again, Joe!" (From "The Passing Show")

W (Nelson).—"For three years without success I have been on the look-out for a better job." You have never a look in.

K (Brighton).—"Englishmen never about the bush." Except at golf.

H. C. (Esher).—"It is said that one employed at the warehouse has a Knight-watchman?

(London, S.).—"People laugh at because I am fat." Making jokes at expense.

K (Dunster).—"Where would the my milkman be without his horse?" ably between the shafts.

(Clapham).—"My surgery is in little house, and I am kept very So you stop at home all day.

N (Edgware).—"I make happy wherever I go." wherever you go?

N (Potters Bar).—"I carry while others sleep." An speaker, eh?

N V (Cowes).—"His shop full of funny pictures and of old jokes." A laughing

(Dorset).—"The bull me to the wall between horns." You were certainly against it.

(Leeds).—"I know a basement manager who been put back to the Reduced, eh?

R (Maidenhead).—"Trippers row my house at all hours of the night the latest syncopated melodies." of the Vulgar Boatmen?

P (Yorkshire).—"Although he did bring down a single bird on the he came back with a smile on face." Without a grouse of any sort?

JONES (Chelsea).—"A voice behind me said 'Stick 'em up!'" What were you doing—licking recipes?

P (Hertford).—"Once the continual made by owls annoyed me, but I notice now." You don't care a

G (Derby).—"I couldn't decipher postmark and when I opened the envelope it was empty." It conveyed nothing to you.

J (Bexley Heath).—"A compositor I friends to remain a bachelor till meets his ideal." Naturally, he is particular about type.

T (Dundee).—"I have always treasured the letters my wife wrote." You're men—some men get an awful blowing up omitting to post them.

C (London, N.).—"As I am the proprietor of a clothes-renovating establishment I asked to be excused jury service." pleaded pressing business.

(Penge).—"I arrived at the weekend to find that the boat was disappearing in the distance. How do you like I got home?" Tired and irritable.

L (Rye).—"When motor-cycling through the Indian jungle, the wild animals got out of the way when I sounded the horn." The leopards just inspect their spots?

MATHEMATICIAN (Oxford).—"The chances are a million to one against two composers producing even roughly the same tune. There must be some other explanation of these jazz numbers, then.

IF you are troubled by any matter—except, of course, of a medical nature—you can obtain free expert advice that will help you. A stamped and addressed envelope marked "Free Advice" is all that you have to send with your query. Write to-day. The replies given here to facetious correspondents are for your entertainment.

YANK (Liverpool).—"Believe me, our girls in America know how to sew." Sew what?

D. L. (Truro).—"Music is the soul of love." But a triangle often spoils the harmony.

BILL (Bootle).—"What does a working chap want with three overcoats? Three coat-hangers.

BALDY (Parkstone).—"What does it show when a man commences to lose his hair?" His scalp.

MISS A. (Southport).—"What material should one wear when working among grass seed?" Lawn.

H. C. H. (Redruth).—"People who live in small houses should never quarrel." There's no room for it.

R. E. (Bingham).—"It was an excellent photo of me taken while I was holding a horse." You should mount it.

S. D. (Teddington).—"If there is one job I can do efficiently it is to clean boots." That is where you shine.

M. P. (Gateshead).—"My wife is constantly putting her music before the children." But can they play it?

GEORGE (Newmarket).—"A jockey must be a steady, decent-living lad." He certainly mustn't keep going off the rails.

COMMERCIAL (Bristol).—"When I called on him he told me to clear out." You got an order, anyhow.

TRAINER (Newmarket).—"Some racehorses are very playful." Those we've backed lately showed no signs of romping home.

N. B. (Port Talbot).—"I hate to lose my temper even when I know I am being fleeced." You endeavour to keep your wool on.

D. L. (Bushey).—"I got fed up with my wife insisting on me driving slowly and finally put my foot down." On the accelerator?

F. W. H. (Streatham).—"How can I keep my wife from interrupting when I'm busy on *Bullets*?" *Tell her she mustn't* look at the £1,500 Crossword on page 36.

CURIOUS (Preston).—"Why do I see so many animated advertisement displays in shop-windows?" We suppose it's because you're looking through the glass.

VARIETY ARTIST (Chelsea).—"As a novelist I recently played a well-known tune through the medium of several Marden chiming clocks." It was, of course, a striking success.

(Many replies unavoidably left over.)

F. N. (Darlington).—"I can imagine the railway of the future." A train of thought.

G. L. (Taplow).—"I dived into the river fully clothed." Punting?

FAN (Derby).—"All sportsmen like to go down well in the crowd's eyes." Except boxers.

T. J. (Nottingham).—"I don't trust herbalists' cures." You feel every one's a plant, eh?

Y. N. (Peckham).—"A cigar can be judged by its feel." And how the smoker feels after it.

M. F. H. (Hants).—"Where are the most cunning foxes found?" The most cunning aren't found.

C. K. (Winkleigh).—"What would you do with a cricketer who can't hold the easiest of catches?" Drop him.

APPLE GROWER (Kent).—"Insects don't stop at making a hole in an apple." No, they make a hole in the profits as well.

POULTRY FARMER (Ferndown).—"Poultry farming is a very unremunerative gamble nowadays." With more takers than layers.

BOXER (Dundee).—"Before taking up boxing I was a newspaper cartoonist." From black and white to black and blue?

BLENDER (Manchester).—"When a superior pipe tobacco is put on the market another equally as good quickly follows." It soon meets its match.

TOBACCONIST (Torquay).—"If a cigarette burns your tongue you will know that it's a cheap one." Or that you've put the wrong end in your mouth.

MOTORIST (Dulwich).—"You may not believe me, but it took me over four hours to drive home from Brighton." The crawl of the open road.

H. J. L. (Edinburgh).—"What can one deduce from the fact that thousands of husbands want their wives to dress more economically this winter?" That they won't.

Side-Slips

Examples of unconscious humour from the current Press are welcomed. Actual cuttings must be sent. 2/6 is paid to the sender of each item published. Mark envelope "Side-Slips." When the same "slip" is submitted by more than one person that which arrived with the earliest postmark receives the prize.

SCOTTISH DAILY EXPRESS: "He was given out after making only one RUN."

NORTHERN DAILY TELEGRAPH: "Material required, 36 in. wide: 2 yd. for 32 in. bust, 22 YD. for 34 or 36 in. bust. . . ."

SOUTH WALES ECHO AND EVENING EXPRESS: ". . . Death due to asphyxia and BURNS."

GLASGOW DAILY RECORD: "Half the beauties and belles of to-day are going to be dull, unhappy wives in CHUNKS AND PUT IN A BASIN."

DAILY EXPRESS: "—— recognised by the New York State Athletic Commission as feather-weight champion of the world, IF critically ill with pneumonia."

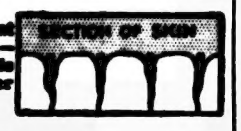
LEEDS MERCURY: "Before the crash, villagers saw three Verey lights FRIED. . . ."

SHIELDS GAZETTE: "She was wearing a pair of old rubber BOATS. . . ."

SUNDAY EXPRESS: "One hour from London, with excellent RAIN service."

Dissolve away SUPERFLUOUS HAIR... ... at the ROOTS

The razor cuts off hair at the level of the skin—leaves coarse hair ends which grow back thicker and faster.



This new white cream dissolves the keratin in the hair and its roots. Removes hair *below* the skin surface. Leaves no stubble—no coarse re-growth.

An amazing new discovery by a celebrated chemist. The hair simply falls away! No odour; no mess or bother. Simply spread the cream on the skin—wash off with water—every trace of hair is gone. Skin is left soft and velvety smooth, as if that ugly growth had never existed. The razor method is old-fashioned and dangerous. Nasty smelling pastes and powders completely out of date. The up-to-date *scientific* way is to use a white cream sold under the trade mark new 'VEET' (new and improved formula). Get a tube to-day and end your superfluous hair troubles for ever. New 'Veet' 6d. and 1/3.

PILES!

Have you heard how splendid is the healing, soothing balm, Man Zan? A specially prepared, soothing, healing unguent for blind, bleeding, internal or external piles. In special applicator tubes (clean to use), from all chemists. Price 3/-. End the maddening pain and irritation of pile trouble for good with

MANZAN

Brand PILE REMEDY

To end Constipation—Take De Witts Brand Little Laxative Pills. Price 1/3.

Clean False Teeth the Dentists' way

ARTIFICIAL TEETH require more than a bath. Soaking in an antiseptic solution is not enough. Use KOLYNOS DENTURE POWDER—the proved safe cleanser—brush briskly and rinse. No trouble. No discoloration. No fear of weakening the plate. Absolute cleanliness and sweetness assured. Of all Chemists 1/- per tin. *The quick thorough cleanser.*

KOLYNOS DENTURE POWDER

A Reminder!

You're bound to find something of interest or value among the "Small Ads. Worth Watching," on page 14.

Mrs. Marie Dixon, of 9, Larch Street, Benwell, Newcastle-on-Tyne, was sitting on the beach at Blyth watching her husband and brother bathing. The two men had been in the sea for about twenty minutes and then started to swim further out. Suddenly there came to Mrs. Dixon a premonition of tragedy. Frantically she began waving the two men in and shouted for help. Her cries brought other bathers to the rescue, but too late—her fears had been justified. The swimmers were caught in a treacherous current, and although her brother managed to struggle ashore in a state of exhaustion, her husband was swept away and drowned.

"JOHN BULL'S" PROMPT CHEQUE.

As Mr. Dixon was a registered reader of "**John Bull**" a cheque for £100—the Benefit provided for fatal bathing accidents under "**John Bull's**" **Great Free Family Insurance Gift**—has been promptly sent to his widow.

EXCLUSIVE BENEFITS.

In addition to numerous other Accident Benefits "**John Bull**" **is the only paper in the world** to safeguard registered readers' household effects against damage by FIRE, STORM, FLOOD and TEMPEST and to pay SICKNESS BENEFITS.

£921 8s. 6d. PAID LAST WEEK.

Last week alone "John Bull" distributed no less than £921 8s. 6d. to registered readers or their dependants as follows:—

Household & Sickness Benefits	£377 18 6
Accident Benefits—Adults	£224 10 0
Children's Accidents	£319 0 0

THINK what this wonderful Security Gift would mean to you and yours in times of misfortune. Don't delay. Use the Forms below AT ONCE.

CUT HERE

JOHN BULL

Hand this Form to your Newsagent

To (Name of Newsagent).....

Address .....

.....

Please deliver or reserve JOHN BULL for me weekly until further notice.

Signature.....

Address.....

.....

..... Date.....

PLEASE WRITE CLEARLY.

J.B. 4/9/37

CUT HERE

Post this Form to

"John Bull," Registration Department, 122, Long Acre, London, W.C.2.

I have sent an Order Form to my Newsagent for the regular weekly delivery of "JOHN BULL." Please register me as a regular reader.

.....

Reader's Signature.

Age.....

Address.....

.....

.....

Name and Address..... of Newsagent.

.....

..... Date.....

Use ½d. stamp. Don't seal envelope. A certificate setting out the full benefits and conditions and certifying registration will be sent if ½d. stamped addressed envelope is enclosed for return.

PLEASE WRITE CLEARLY. J.B. 4/9/37

HE GROPED IN THE DARK UNTIL...

This young miner found a lamp worth £50!

"WHEN I first entered *Bullets* I sent in a lot of trash," was the candid admission to JOHN BULL recently of the young miner you see here, Mr. R. H. Stewart, 1, Belts Buildings, Winlaton, Blaydon-on-Tyne, Co. Durham.

In our 1,081st Contest, however, this keen competitor carried off the £50 Second Prize with his neat and thoughtful *Bullet*, TIGHT-FISTED—FEW THAT POVERTY'S "PUNCHED."

"It was after receiving *Bullets Bulletin* for a few weeks that I saw how successful entrants made up their winning efforts," Mr. Stewart declared. "And it was persevering with the aid of the *Bulletin's* practical hints that brought me this splendid prize."

There is a special reason for making sure *immediately* of a regular supply of this golden guide to a big *Bullets* success, for prompt application will place your name on the list of readers in time for you to receive a special Double Number of *Bullets Bulletin* now being prepared. You will need the best possible help in preparing your efforts for *Bullets* coloss 25th Birthday Offer just ahead: t Double Anniversary Number of *Bulletin* will contain it, but if you d receiving your copy, you may be too l

The Reservation Coupon opposite bring you a six weeks' supply of t invaluable free guide to the prize-li and provided that your applicat reaches JOHN BULL by Saturday, Sept ber 11, your first copy of *Bullets Bulle* will be accompanied b useful Surp Gift. Act now!

RESULT OF "BULLETS" No. 1,084

First Prize, 21s. weekly for life or 300 Guineas cash.

Mrs. K. M. NICHOLL, "Kamen," Adur Avenue, Shoreham-by-Sea, Sussex.

Example: MAN'S CREATION
Bullet: TRUMPERY, AT "LAST TRUMP."

SECOND PRIZE, £50 plus Family Holiday

T. E. KEMPSHALL, Ballyhinler Camp, County Down, N. Ireland.
Example: Sonny's Progress
Bullet: "Sixpenny" — "Ninepenny" — Two "Shillings."

THIRD PRIZE, £25 plus Family Holiday

H. HARDY, 111, High Road, Kilburn, N.W.
Example: Challenging Fate
Bullet: Be Dauntless As—Baby!

£20 plus Family Holiday

E. E. SMITH, 14, Kenmare Street, Manchester.
Example: Man's Creation
Bullet: "Eagle's," Making Him "Rabbit."

£15 plus Family Holiday

W. R. DOLLING, 276, Ferme Park Road, Hornsey, N.
Example: Since Brown Went Cruising
Bullet: His "Stern" Needs "Propeller"!

OTHER PRIZES:

£10: W. REID, 7, Ingram Street, Glasgow. When I Rise—Less "Frisky" Than Stud!

£9: J. W. MAY, 42, Castlerough Lane, Sittingbourne. Home From Work—"King" Settling—Kettle Singing. (Entered on "Season Ticket" coupon.)

£8: J. E. ELLIOTT, The Avenue, Grayshott, Hants. Sonny's Progress — "Slipper" Helped—"Stocking's" Helping.

£7: Miss B. JONES, 109, Alnwick Road, Sheffield. Parson's Job—Sprinkling Water—"Pouring Oil."

£6: S. CLARE, 66, Parkville Road, Manchester. "That's Different!"—Same Old Feminine Logic!

£5 10s.: J. CAMPBELL, 50, Hea Gardens, Chiswick, W. Unity Is Strength, S I Thought U "United"!

£5: G. ASHMAN, 46, Wil Since Brown Went "Warmer Spot."

£4 10s.: H. V. DONNE, 59, Gordon Road Edmonton, N. Exasperating—Dad Sa

£4: Mrs. FITZGERALD, Lockerley, Ro Hants. He Rang The Bell, B Culprit! (Entered on "Targe

£3 10s.: L. BARNES, 19 Ramsden A Bradford. Sonny's Progress—Rapid Capital Classes." (Entered on "Targe

£3: E. COLLINGS, Station Road, Sheringh Norfolk. Seaside Comedian Dad!"

4 PRIZES OF £2 10s.

E. W. DAVIS, 31, Ragian Road, Bristol. The Bandit—*Idolising* (Entered on "Targe

E. MERRETT, 136a, H Brighton. From Father—Anything culed, Nowadays.

Mrs. H. SHERLIKER, 44 Darwen. Challenging Fate—R stitions.

J. L. STEEL, 27, Clinton Road, Le Surrey. Seaside Comedian—N *Returned!* (Entered on "Targe

A list of 80 £1 5s. and 500 2s. 6d. winners can be seen at these offices.

RESULT OF CROSSWORD COMPETITION No. 74

In connection with "John Bull" Crossword No. 74, the Adjudication Committee decided that the [illegible] on one Square (see page 26) were those submitted by 91 competitors who share the 300 Guineas offered [illegible] subject to the Terms and Conditions of the Competition, each receives £3 13s. 5d.

Owing to pressure on space, we are unable to print names and addresses here, but all shariers [illegible] by post. Full list of names and addresses can be seen at the "John Bull" offices, or [illegible] request a halfpenny stamped addressed envelope.

Any other entrant who believes that he submitted a Square eligible for a share of this Prize must [illegible] later than First Post, Tuesday, September 7, sending £1 Scrutiny Fee, copy of all Squares submitted [illegible] Envelope to be registered, marked "Scrutiny" and addressed to the Competition Editor of "John B[illegible]

No Scrutiny can be undertaken in connection with the £150 Award to Runners-up. This Prize has [illegible] competitors from whom we received Squares inferior in merit by reason of only one less apt and [illegible] the best Squares received. These entrants will each receive £3. A list of these Runners-up can be seen at the "John Bull" offices, and all have been notified.

Additional Awards value £100 will be divided between Runners-up from whom we received four [illegible] Contest.

A useful Surprise Award for each entrant from whom we received a Square differing from Squares [illegible] one less meritorious Answer will be posted this week.

GIANT AUTUMN CROSSWORD COMING!

CROSSWORD No. 77—TERMS AND CONDITIONS.

ON page 26 is presented the seventy-seventh of JOHN BULL'S entertaining Crossword Puzzles; you are invited to exercise your skill and knowledge by completing it with the guidance of the Clues provided.

Aptness and Accuracy of Answers in relation to the Clues form the standard of excellence by which entries will be judged, and all decisions will be based on the Answers of Competitors. This Judging will be carried out under the supervision of an Adjudication Committee consisting of the following: The Editor of JOHN BULL; Doctor Lennox Abercrombie, LL.D., D.Lit., B.A.; and Doctor C. E. H. Joad, M.A., D.Lit.

Each entry received will be carefully considered, and the First Prize-winner will be the competitor who on one Entry Square has completed the Puzzle and has given what, in the opinion of the Adjudication Committee, is the best set of Answers to the Clues provided. And this set of Answers will constitute the winning Puzzle Square.

If at any points in the Puzzle where a choice of words exists the Adjudication Committee decides that no one word submitted can be preferred on the test of aptness and accuracy, then competitors whose [illegible] words of equal merit as Answers will be regarded as having tied at those points, which will be duly indicated when result and winning Puzzle Square appear in JOHN BULL published Tuesday, Sept. 28, 1937. The reasons which decided the Committee's Award will be published in JOHN BULL'S free weekly "Crossword Gazette" obtainable as instructed on page 26. The General Prize will be awarded to the competitor whose entry is next in order of merit. In the event of a tie or ties the appropriate cash prize will be [illegible] will be regarded, but not more than one cash prize and one other prize will be allowed to one entrant in any one contest. [illegible] decisions of the Adjudication Committee in regard to the most meritorious entries at issue, and the Editor of JOHN BULL in all other matters is a condition on which entries are accepted and is legally binding on all entrants for this Crossword Competition.

Banish Constipation for Good.

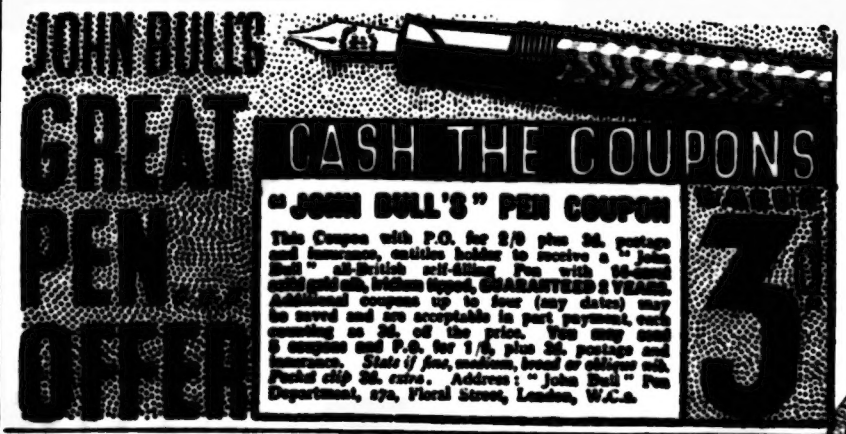
Accept this Free Offer!

ENSURE internal cleanliness by this safe, easy and effective way. Take "Innerclean" Herbal Laxative—Nature's cure at its best. Its use now will save much trouble later on, and you can try and test it absolutely FREE! All you need do is to clip out the coupon on p. 14, add your name and full postal address, attach twopence in stamps to cover postage and post to Messrs. Brooks and Warburton, Ltd., 232, Vauxhall Bridge Road, London, S.W.1. A Free Packet of "Innerclean" will come by return. Tear out and send the Coupon NOW!

FREE BOOKLETS

for Ambitious Readers!

★ Turn to the Caxton offer on p. 27 and send the Coupons for the Free Booklets on those subjects in which you are most interested. Engineers, Painters, Motor Engineers and Builders will be particularly interested in this Book. Carpenters, Bricklayers and Wiremen can also obtain special booklets on request. Accept this opportunity NOW—fill in your name and address on the coupons and post at once! You will never regret this timely offer available to all those with ambition.


JOHN BULL'S
GREAT
PEN
OFFER
CASH THE COUPONS
"JOHN BULL'S" PEN COUPON
This Coupon with P.O. for 2/9 plus 3d. postage and insurance, entitles holder to receive a "John Bull" all-British self-filling Pen with to-suit nibs, gold nib, ribbon tipped, GUARANTEED 2 YEARS. Additional coupons up to four (any dates) may be saved and are acceptable in part payment, each counting as 3d. off the price. You may send 3 coupons and P.O. for 1/6, plus 3d. postage and insurance. State if fine, medium, broad or stiffener nib. Postal slip 3d. extra. Address: "John Bull" Pen Department, 270, Floral Street, London, W.C.2.
3

UNIQUE 10-IN-1 GIFTS IN B PENSION

HERE is yet another splendid one-week *Bullets* tunity to win a sure income for life! H prizes and your name will be added to Pensioners!

Yes, your magnificent reward for a few simpl £5 a month. Think of the added security you wo for the rest of your days the postman would This splendid First is supported by a big bat of these will be accompanied by a novel 10-i "Bulleteers." Each will consist of an unique Competitor's Outfit, in the form of an attractively fitted leather writing-case, packed with reference books, stationery, fountain-pen and a *Bullets* Brown Ticket.

You have only a few days in which to capture one of these 50 fine 2-in-1 prizes or climb to the heights of this week's Life Pension First. So as soon as you have read through the simple instructions below, get down to a quiet half-hour with the *Examples* determined to turn out a winner!

HOW TO MAKE "BULLETS"

A LIFELONG income is within your reach this week, but it need take you only a few minutes to build a *Bullet* worthy of that splendid reward.

Read through the *Examples* carefully and jot down all the rough ideas any suggest to your mind.

Your next step is to improve each of your first rough jottings into TWO, THREE or FOUR words of apt and original comment closely linked with the chosen *Example*.

Suppose, for instance, that you had decided to work on the *Example*, GAVE ME A START. This might suggest the idea, Starting *The Foreman Sax*. "You're Started!" That is much too long as it stands but from it you could easily procure the typical *Bullet*, GAVE ME A START —FOREMAN'S "FINISH ON FRIDAY."

Before beginning on your own efforts, study the good points of the leading *Bullets* in our 1,084th Contest which appear on the opposite page. Then make a start, remembering that your entry must be postmarked on or before Saturday, September 11.

ENTRY FEE.—Enclose a Postal Order with your [illegible] This should be made payable to

FREE TO OBTAIN SIX FR "BULLETS BULLETIN WORD GAZETTE) YOU TO ENCLOSE THIS "BULLETS" OR CROS

Please register me for six weeks free Bulletin and JOHN BULL'S *Crossword Gazett* 3d. in stamps to this coupon for postage.

NAME

ADDRESS

Supply can be arranged more speedily direct to BULLETIN DEPT., ODHAM 93, Bedford Street, W.C.2.

If you wish to use Advertiser's coupon on "Bullets Bulletin" on plain paper.

£5 MONTHLY FOR LIFE

Bullets' PENSION, BIG CHEQUES and new BONUS GIFTS!

10 550 OTHER PRIZES

£25 PLUS BONUS

£15 PLUS BONUS

£9 PLUS BONUS

£7 PLUS BONUS

£5 PLUS BONUS

10 of £2·10 EACH PLUS BONUS

500 of 2'6 - 2,000 "DOUBLE-STAR TARGETS" - 8,000 "STAR TARGETS"

CLOSING POSTMARK SAT SEPT 11

50 GREAT NEW 10-IN-1 BONUS GIFTS of COMPETITOR'S OUTFITS

Beautifully fitted Leather Writing Cases, with Fountain Pen, Pencil, Blotter, Notebook, Writing Pad, Scissors, Dictionary of "Bullets," Envelopes, 2-volume "Roget's Thesaurus" and "Bullets" Season Ticket.

ONE WITH EACH PRIZE FROM £1 UP TO £50 THIS WEEK

UNIQUE 10-IN-1 GIFTS IN BIG ONE-WEEK PENSION AND CASH OFFER!

HERE is yet another splendid one-week *Bullets* Offer bringing you a golden opportunity to win a sure income for life! Head this Contest's long list of 10,551 prizes and your name will be added to JOHN BULL's list of 38 *Bullets* Life Pensioners!

Yes, your magnificent reward for a few simple words will be a lifelong income of £5 a month. Think of the added security you would enjoy, knowing that every month for the rest of your days the postman would bring you your JOHN BULL Cheque!

This splendid First is supported by a big batch of 50 other cash prizes and each of these will be accompanied by a novel 10-in-1 Bonus Gift of lasting value to "Bulleteers." Each will consist of an unique Competitor's Outfit, in the form of an attractively fitted leather writing-case, packed with reference books, stationery, fountain-pen and a *Bullets* Season Ticket.

You have only a few days in which to capture one of these 50 fine 2-in-1 prizes or climb to the heights of this week's Life Pension First. So as soon as you have read through the simple instructions below, get down to a quiet half-hour with the *Examples* determined to turn out a winner!

HOW TO MAKE "BULLETS"

A LIFELONG income is within your reach this week, but it need take you only a few minutes to build a *Bullet* worthy of that splendid reward.

Read through the *Examples* carefully and jot down all the rough ideas any suggest to your mind.

Your next step is to improve each of your first rough jottings into TWO, THREE or FOUR words of apt and original comment closely linked with the chosen Example.

Suppose, for instance, that you had decided to work on the *Example*, GAVE ME A START. This might suggest the idea, Saving *The Foreman Sax*. "You're Sacked!" That is much too long as it stands, but from it you could easily procure the typical *Bullet*, GAVE ME A START—FOREMAN'S "FINISH ON FRIDAY."

Before beginning on your own efforts, study the good points of the leading *Bullets* in our 1,084th Contest which appear on the opposite page. Then make a start, remembering that your entry must be postmarked on or before Saturday, September 11.

Add 2, 3, or 4 words only to any "Example"

(Competition No. 1,088)

BRITANNIA FORGETS
BETTER WORKER
TO IMPROVE PARLIAMENT
PEACE IN THE COUNTRY
FACE THE FACTS AND
GOVERNMENT'S GOAL
IN THE MINING VILLAGE
ALL THE BEST PEOPLE
SCANDALOUS TREATMENT
WHEN AUNTIE KICKED OFF
WOMAN WITH A GRIEVANCE
GAVE ME A START

SHOPKEEPERS	REPAID
MOWN DOWN	SHOWING HIM UP
PATHETICALLY	TIRESOME FELLOW
FIRST TASTE	HUMILIATING
CAN'T REFUSE	INCOMPLETE
SCRAPS	INSPIRED HER

WITHOUT A RIVAL
EVERY MOTHER'S SON
GETTING THE CREAM
UNCLE'S GOT GOUT, SO
MOURNING THE LOSS
I LOVE ANIMALS, BUT
"WHAT A HERVE!"
GOOD FOR GRANDPA
TO GET ROUND FATHER
NOTHING TO SHOUT ABOUT
PRICE OF BREAD
TROUBLE IN THE FACTORY

ENTRY-FEE.—Enclose a Postal Order with your entry at the rate of 6d. for each Coupon submitted. This should be made payable to "John Bull," and crossed "& Co."

FREE TO OBTAIN SIX FREE ISSUES OF "BULLETS BULLETIN" (AND CROSSWORD GAZETTE) YOU ARE INVITED TO ENCLOSE THIS COUPON WITH "BULLETS" OR CROSSWORD ENTRY.

Please register me for six weeks free supply of *Bullets Bulletin* and JOHN BULL's *Crossword Gazette*. I have affixed 3d. in stamps to this coupon for postage.

NAME .....

ADDRESS .....

Affix 1½d. stamp here

Affix 1½d. stamp here

Supply can be arranged more speedily by posting coupon direct to BULLETIN DEPT., ODHAMS PRESS LTD., 39, Bedford Street, W.C.2.

If you wish to use Advertiser's coupon on back, you can apply for your free issues of "Bullets Bulletin" on plain paper.

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,088) Closing postmark SAT., Sept. 11.

P.O. No. .....

I agree to enter in accordance with the rules announced on this page. With 1 Coupon send P.O. for 6d.

Signed .....

Address .....

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,088) Closing postmark SAT., Sept. 11.

P.O. No. .....

I agree to enter in accordance with the rules announced on this page. With 2 Coupons send P.O. for 1s.

Signed .....

Address .....

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,088) Closing postmark SAT., Sept. 11.

P.O. No. .....

I agree to enter in accordance with the rules announced on this page. With 3 coupons send P.O. for 1s. 6d.

Signed .....

Address .....

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,088) Closing postmark SAT., Sept. 11.

P.O. No. .....

I agree to enter in accordance with the rules announced on this page. With 4 Coupons send P.O. for 2s.

Signed .....

Address .....

If you want to enter further "Bullets" you can write them on plain paper.

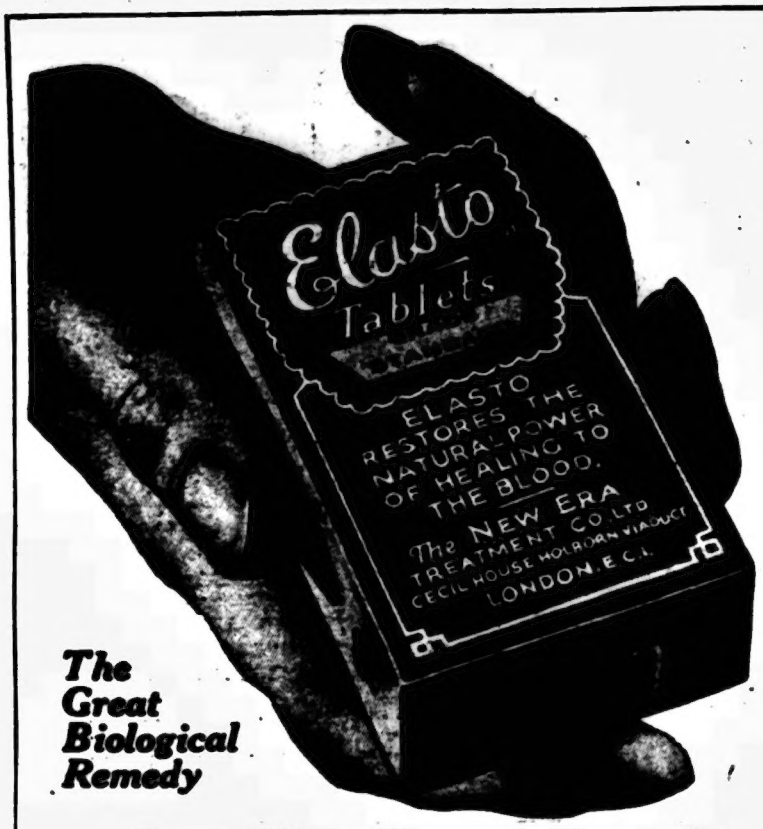
NEWSAGENTS' PRIZES.—Cheques for £5, £2 and £1 respectively will be paid to the newsagents from whom the chief winners in "Bullets" No. 1,088 recently purchased "John Bull."

The original cheque for £500 awarded to the First Prize-winner in Competition No. 1,083 will be displayed in the window of Mr. J. Paterson, 9, Brunswick Place, Edinburgh.

READ THESE RULES CAREFULLY.

1. The First Prize will be awarded for what, in the opinion of the Judges in consultation with the Editor, is the best Bullet received and the other prizes in order of merit, the test being cleverness, aptness and originality. The Editor undertakes that every Bullet received shall have careful consideration by a competent staff of qualified judges. 2. Only two attempts may be written on each coupon and a postal order must be enclosed at the rate of 6d. for each coupon made use of. This must be made payable to JOHN BULL and crossed /& Co./. Entrant's name, address and date of posting must be written on back of postal order, the number of which must be duly noted on each coupon submitted. Coupons must not be mutilated. 3. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects and acceptance of this rule is an express condition of entry. Employees of Odhams Press Ltd. and their families are not eligible.

ADDRESS ENTRY: "Bullets" No. 1,088, "John Bull," Long Acre, London, W.C.2 (Comp).



The Great Biological Remedy

For the Veins, Arteries, And Heart

Elasto

REGISTERED

The Wonder Tablet

Not a Drug But a Vital Cell-Food

A Good Circulation is the Real Basis of Health!

NO ailment resulting from poor or sluggish circulation of the blood can resist the curative action of Elasto. Painful, swollen (varicose) veins are restored to a healthy condition, the heart becomes steady, the arteries supple, skin troubles clear up, leg wounds (bad leg) become clean and healthy and quickly heal, piles disappear, inflammation and irritation are soothed, rheumatism simply fades away, and the whole system is braced and strengthened. This is not magic, although the relief does seem magical: it is the natural result of revitalised blood and improved circulation brought about by Elasto, *the Wonderful New Biological Remedy.*

Read What Users of Elasto Say

"No sign of varicose veins now."
"All signs of phlebitis gone."
"I feel ten years younger."
"Cured my swollen legs although I had been suffering for years."
"My Doctor highly praises Elasto."
"Now walk long distances with ease."
"Elasto has cured my bad legs."
"Elasto tones up the system and cures depression."
"Now free from piles."
"Varicose veins cured after 12 years of useless bandaging."
"Rheumatoid arthritis gone. I have never felt better."
"As soon as I started taking Elasto I could go about my work in comfort, no pain whatever."
"Had rheumatism so badly I could hardly walk, but Elasto cured me."
"The stinging sensations I used to get in my left arm and leg (arterio-sclerosis) are quite gone and my general health is much improved."
"Suffered for years from a weak heart, but Elasto cured me."
"Completely cured my varicose ulcers."
"I am now free from pain."
"My skin is as soft as velvet, thanks to Elasto." Etc.

Elasto Cures Through the Blood!

Elasto is something new to curative science, it dispenses entirely with the use of drugs; it is based on the knowledge that varicose veins, bad leg, rheumatism, piles, hardened arteries, heart weakness—to name but a few of the many ailments associated with bad circulation—*are deficiency diseases*; that in all such conditions there is a lack of certain *vital constituents of the blood.* Owing to this lack the body is unable to build up the elastic tissue needed to maintain the vein and artery walls and the membranes in a healthy condition and a state of flabbiness results. Elasto restores to the blood the vital elements which combine with the blood albumin to form organic elastic tissue and thus enables Nature to restore elasticity to the relaxed and devitalised fabric of veins, arteries and heart, and so to re-establish normal circulation: *the real basis of sound health.*

Not Magic—Just Logic!

ELASTO corrects all Disorders due to bad circulation because it restores muscular tone to the heart and elasticity to veins and arteries, making them as healthy and as sound as ever. Prepared in small, delicate tablets by a special process, Elasto dissolves instantly on the tongue and it is absorbed directly into the blood stream, thereby actually restoring the natural power of healing to the blood!

Elasto, The Pleasant, Handy Remedy!

Every sufferer should test this wonderful Biological Remedy which quickly brings ease and comfort and creates within the system a new health force; stimulating the growth of new healthy tissue-cells to replace worn-out and diseased tissues, increasing vitality and bringing into full activity Nature's own powers of healing. Prepared in small delicate tablets, by a special process, Elasto dissolves *instantly* on the tongue, and is absorbed directly into the blood stream, thereby actually restoring the natural power of healing to the blood! It is not a drug, but a vital cell food, which *must* be present in the blood to ensure complete health. That explains why Elasto succeeds where ordinary treatments have failed. It also explains why Elasto gives results for a few shillings where formerly pounds have been spent to no purpose. Nothing even remotely resembling Elasto has ever been offered to the general public before. It is the pleasantest, the cheapest, and the most effective remedy ever devised.

Take Elasto for:—

Painful and Swollen Veins (Varicose Veins), Bad Leg, Eczema, Phlebitis, Heart Troubles, Gout, Rheumatism, Piles, Hardened Arteries (Arterio-Sclerosis), and all Disorders due to Bad Circulation.

For All "John Bull" Readers

FREE

A Generous Sample of this Wonder Remedy

SIMPLY fill in the Coupon below for a Free Sample and a Special Free Booklet fully explaining Elasto, the New Biological Remedy. These, together with copies of recent testimonials, we will gladly send privately, post free. Don't lose another moment! Write for these to-day—NOW, while you think of it! Or send 5s. for a whole month's supply (in plain wrapper) and see for yourself what a wonderful difference Elasto makes!!

This offer is too good to be missed! ★

ELASTO (Dept. 15.D),
Cecil House, Holborn Viaduct, London, E.C.

Elasto Stimulates Cellular Activity & Restores The Natural Power of Healing To The Blood!

When you compare the pleasant simplicity of Elasto with the fuss, bother and expense of ordinary treatments, you will marvel at the amazing effectiveness of this New Biological Remedy. The effect of Elasto on the human system is as certain and as vital as would be the effect of substituting a "live" valve for a spent one in your radio set. Elasto is different from all other preparations; it is not a drug or a medicine, but a vital cell-food possessing the unique power of stimulating the natural curative forces of the body. Elasto is based upon ascertained facts relating to the electro-chemical processes of cell-nutrition that support life, rebuild and repair the living tissue and serve to maintain health and vigour of body and mind. There are no "ifs" or "buts" about Elasto, its methods are the methods of Nature herself and results are therefore natural—and lasting!

There are no substitutes for Elasto—Beware of "Pickpocket" imitations.

COUPON

for Free Trial Sample of Elasto

The Great Blood Revitaliser ★

ELASTO (Dept. 15.D), Cecil House, Holborn Viaduct, London, E.C.

Please send me Free Sample and Special Free Booklet, "The Story of Elasto," fully explaining how Elasto, *The Great Blood Revitaliser*, cures through the blood.

NAME .....
(*Please Print in Capital Letters.*)

ADDRESS .....

"John Bull," 4/9/37. .....

Issued by The New Era Treatment Co., Ltd.

Elasto will save you pounds!

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